

McGraw-Hill  
Publication

In Two Sections Section I

January  
1925

# Electrical Merchandising

The Business Magazine of the Electrical Trade

January  
1925

A McGraw-Hill  
Publication

## Radio Retailing

Section of Electrical Merchandising  
In Two Sections — Section II



With this issue

Our New  
"Radio Retailing" Section

"The eyes of the country today are on  
The Man Who Sells Radio!"

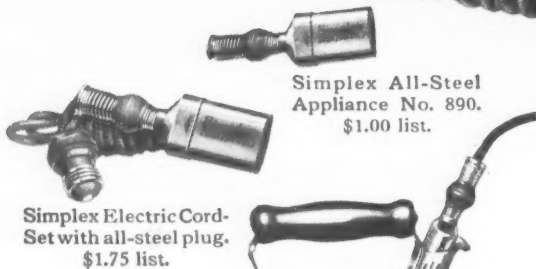
Read it and pass it  
on to your men who  
sell radio

Striking, sales-making color pages featuring Simplex quality appliances appear regularly in the Saturday Evening Post. Watch for these advertisements. They are your opportunity to make new customers and larger sales.



**\$8.50**

Simplex Electric Heating Pad No. 685, size 12"x15", made of soft, fluffy eiderdown with thermostatic control. Write for booklet, "Treat it with Heat."

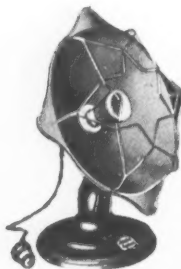


Simplex All-Steel Appliance No. 890. \$1.00 list.

Simplex Electric Cord-Set with all-steel plug. \$1.75 list.



No. 1961 Simplex Iron with all-steel plug. \$4.50 list.



Simplex Sunbowl, Jr. \$5.00 list.



Simplex Sunbowl. \$10.00 list.

## *The Weather, National Advertising and Your Doctor—Now Your Working Partners*

*Your Doctor!* His suggestions are pretty sure to be followed. And so—

*because*—We know that Heating Pad sales in any community are doubled when a good physician there recommends them.

*because*—You know that *quantities* in a window-display sell better than just a sample. (Take a tip from the drug or 5 and 10c store.)

*because*—This is the Heating Pad season.

*We will give your doctor a Simplex Electric Heating Pad ABSOLUTELY FREE!*

Just send us, or your jobber, your order for 12 (you need **this** many for effective display) Simplex Heating Pads at \$8.50 list each, less 35%, and we will send one Pad FREE to any registered physician you name.

**SIMPLEX ELECTRIC HEATING COMPANY**

85 Sidney Street, Cambridge, Mass.

120 West 32nd St., New York, N. Y. 15 South Desplaines St., Chicago, Ill.

**Simplex**  
ELECTRIC APPLIANCES



Thirty-two thousand persons visited the electrical home of the Electrical League of Dayton, Ohio, October 11 to 26. Floodlights illuminated the exterior of the house at night and a large electric sign, "Electric Home," attracted the attention of passers-by for eight weeks before the opening. Visitors were entertained by radio concerts and by an electric reproducing piano.

# Electrical Merchandising

Vol. 33

The Business Magazine of the Electrical Trade

No. 1

## Table of Contents for January

This Contractor Does "Red Seal Jobs Only" 5003	"Let's Cut Out Courtesy Discounts" 5038
How Berger Sells So Much 5007	"Electrical Merchandising" Pictorial 5041
Getting Profits from Management 5013	How Forgers and Check-Raisers Work 5048
Waste Space Costs Money 5016	Do Your Letterheads Work for You? 5050
Thrives Next Door to Competition 5019	Editorials 5052
Servicing, Wiring and Lighting 5020	What Readers Have to Say 5054
A Successful Up-Stairs Fixture Store 5022	Answers to Questions on the Code 5055
How Department Store Plans Its Buying 5025	New Books of Interest 5057
Electrical Stores Should Carry Radio 5028	"Dealer Helps" the Manufacturers Offer 5058
Banner Washing Machine Sales 5032	New Merchandise to Sell 5060
Problems of Every-Day Business 5036	News of the Electrical Trade 5066
<i>What and Where to Buy, 146      Searchlight Section, 150      Alphabetical Index to Advertisers, 151</i>	

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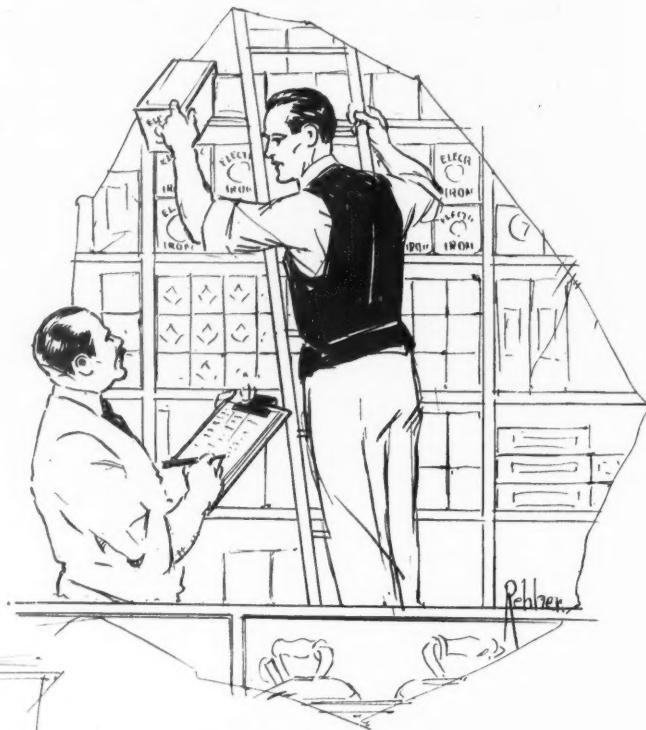


# Three Steps in Taking Inventory



**T**HE placing of sufficient stock on the shelves is the first step in preparation for the taking of a physical inventory. See that merchandise is properly sorted and in its right place. Stock on the shelves should be ample to meet every day demands. If these steps are taken first, mechanical mistakes may be avoided. Customer demands may be filled without disturbing records, or stock in stockroom, while the time necessary to take the actual count will be shortened, if this plan is followed.

**I**N TAKING and recording the physical inventory two clerks should do the work. One should take the actual count of the merchandise, while the second should record the count on proper inventory forms. The two clerks should call back to each other to avoid mistakes in hearing. Not only should quantity be repeated but the design, make, or quality should be given the same attention.



**T**HE taking of the physical inventory is only part of the job. After the records have been carefully completed, they should be checked with the perpetual inventory. This serves a double purpose. It will verify quantity and it will be a good check on the quality and design. Too much stress cannot be laid on this classification. It is in this detail that you are able to know the true value of stock on hand either at retail or at cost.

								No. <u>9</u>	
Inventory Slip									
Date	Articles	Style or Design	In Stock and Purchased			Sold	Balance on hand		
			No.	Invoice Cost	Total Inv. Cost		Number	Selling Price	Value at Retail
1-10-25	Irons	31-X	22	3.75	82.50	14	8	5.00	40.00

**W**ITH the use of a stock slip placed in each stock compartment, count may be taken at any given time. Thereafter until the inventory is completed additions and withdrawals of stock are recorded on this slip.

After all departments have been handled in this way, all cards can be collected on a particular day and recorded on a recapitulation sheet for all departments.

Stock Recapitulation Sheet							
Date: <u>1-15-25</u>				Sheet Number <u>2</u>			
Dept.	Articles	Style Design etc.	Number on hand	Unit Inv. Cost	Total Inv. Cost	Retail Price	Total Value at Retail
9	Irons	31-X	8	3.75	30.00	5.00	40.00
13	Lamps	862/71	6	9.00	54.00	12.00	72.00



Eng.  
Wahr.

# Electrical Merchandising

The Business Magazine of the Electrical Trade

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

Volume 33

January, 1925

Number 1

## *This Toronto Electrical Contractor* Does "Red Seal Jobs Only"

A. Benoy Installs Complete Wiring and Then Follows Up Customers to Make Sales of Electric Ranges, Water Heaters and Grates

ONE Toronto electrical contractor who has benefited greatly from the "Red Seal" system inaugurated by the Electric Service League of Toronto, is A. Benoy. A Belgian by birth, Mr. Benoy has natural sales ability and acumen. He quickly seized on the Red Seal idea as a weapon for his own house-wiring business, and in point of utilizing it for his own benefit, now leads all the electrical contractors of Toronto. He has wired twenty-five Red Seal houses, has found an average increase in the value of the job of about \$50 per house, and has sold considerable equipment as a follow-up. More important, he is building up a bigger business by identifying himself thoroughly with the Red Seal.

"I am not working this Red Seal business to please the Electric Service League or anyone else," says Mr. Benoy, "but I do it because it pays me. It is a question of dollars and cents. The Red Seal is the only thing that does pay me well in these days of price-cutting and close-competition."

Before describing in detail Mr. Benoy's illuminating experience with the Red Seal as a means of promoting business for the contractor, a brief survey of the general conditions will give a better idea of what it means.

The Red Seal, as is well known by this time, was originated by the

Toronto Electric Service League to provide the symbol of a well-wired home. The idea was launched in September, 1923, in a small way. The League had not enough money to advertise it in the newspapers, and, as the whole proposition was novel, the business of working it out went on a personal basis.

### Campaigning by League

Electrical contractors were interested, of course, but many of them

regarded the specifications as "too high." By the Spring of 1924, however, about fifty Red Seal houses had been wired. Builders began ordering jobs up to the Red Seal standard, a few contractors began pushing the idea, and by September of last year the number of Red Seal houses had increased to about 200. In the course of getting these installations the League was conducting constant campaigning on both builders and wiremen. The net re-



This is one of the jobs of A. Benoy, Toronto, electrical contractor, who has twenty-five Red Seal homes to his credit. Mr.

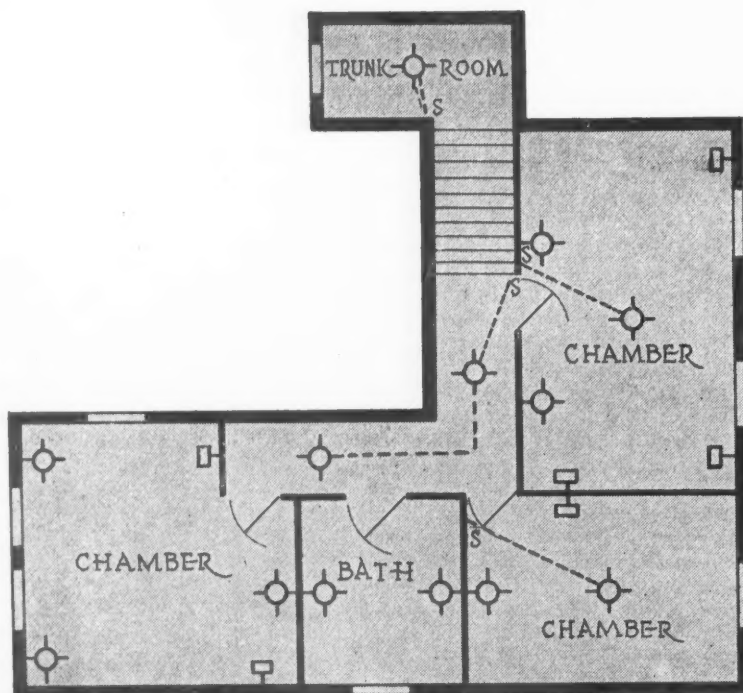
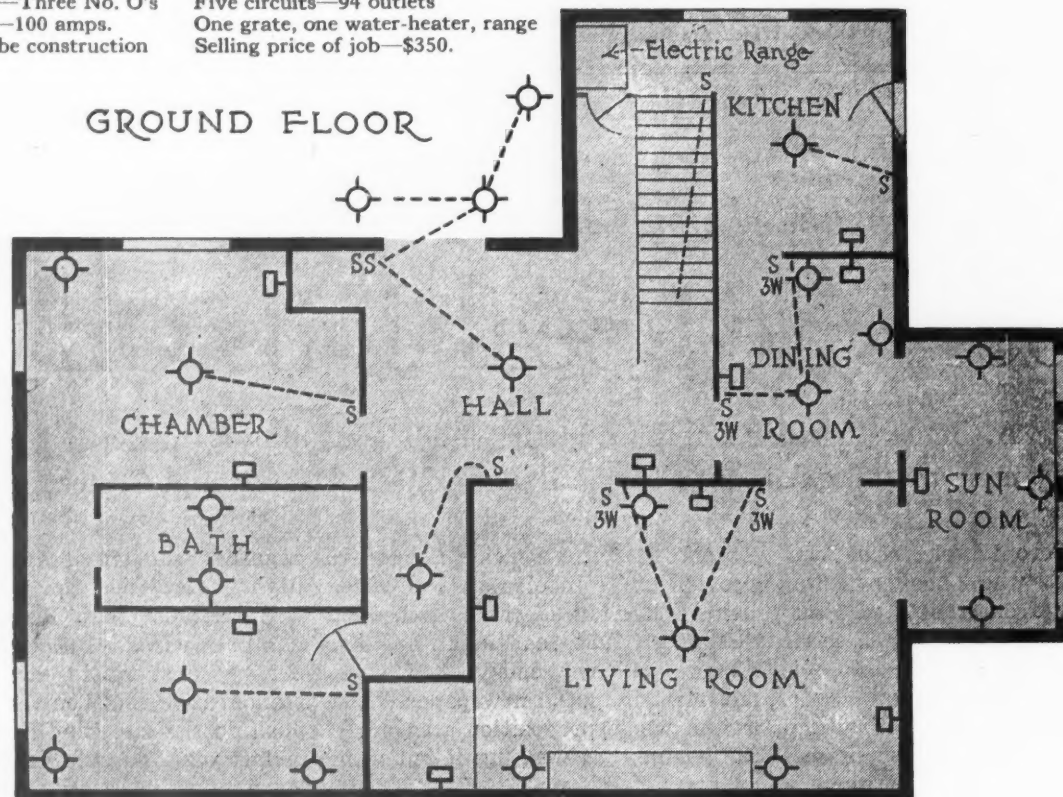
Benoy has found an average increase in the value of his jobs of about fifty dollars per house, due to Red Seal standards.

# One of Contractor Benoy's "Red Seal" Wiring Jobs

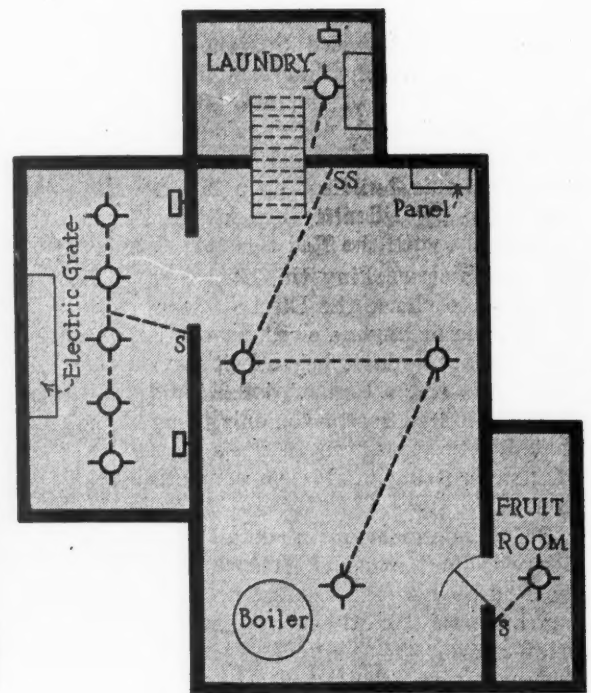
*The Residence of L. L. Corley, Harcroft Road, Toronto*

Service wires—Three No. 0's  
Main switch—100 amps.  
Knob-and-tube construction

Five circuits—94 outlets  
One grate, one water-heater, range  
Selling price of job—\$350.



UPPER FLOOR



BASEMENT



sult was an increase of about 6,000 outlets, in Red Seal houses or in others improved because of the Red Seal influence, heavy services of three No. 2 wires, 100-amp. switches, etc. As a builder-up of business the Red Seal system has been a profound success.

The League itself first sold the Red Seal standard of installation to two builders for whom Benoy did wiring. Benoy thought he knew the Red Seal specification, and when the two houses were inspected by the League, and found "short" in two particulars, a row developed between the builders who had ordered Red Seal jobs and Benoy. The League helped to smooth things over, however, and saw that the specification was complied with. Further campaigning on these and other builders brought forth several more jobs for Benoy, and he then realized that he could push the Red Seal idea himself with other customers. So he started recommending Red Seal requirements and specifications to his customers and he found that they were interested.

#### Jobs Averaged \$200 Apiece— Highest \$782

Every week or two, he reported a Red Seal job, and the large display seal was put on promptly, before the wiring was finished in many cases. His jobs were good, clean, well-handled contracts that were entirely dependable.

"The total value of the wiring jobs in the twenty-five houses installed up to the Red Seal standard is \$4,950. That is an average of \$200 each. Ten of them were for \$450, \$782, \$322, \$315, \$162, \$173, \$290, \$144, \$142, and \$124. The other fifteen averaged \$140," says Mr. Benoy.

"However, where the Red Seal benefits me in particular is not only the increase in the wiring, but in the sale of equipment to go with the house. In wiring these twenty-five houses up to the Red Seal standard, I have been able to sell nine ranges, thirteen water-heaters and six grates. That is about \$3,000 worth of extras, which showed me a good profit. If I had not been getting the Red Seal on these jobs, I would not have got these follow-up orders. They would probably have gone downtown to the central station."

"How do you manage to sell Red Seal jobs so well?" Mr. Benoy was asked.

"That is easy. I take a look at the house, find out who is planning it,

### Demonstrating the "Red Seal" Idea in a Show Window



Real Seal window display by the Electric Service League in the store of the Harry Hicks Company, Toronto. The center panel

shows the Red Seal requirements, at the top, an illuminated Red Seal, and picture of Red Seal houses at the right.

figure out where the furniture is likely to be put, and then I tell the owner what he should have, and why. If it is an owner intending to occupy, I go over the whole layout with the man and wife, and suggest an outlet here for a floor lamp, and one there for a table lamp, and one there for a heater, and so on. I find the majority of people do not know what they want, and are glad when I tell them the whole story. They want to know why. If I picture the house furnished, I have no difficulty in making them see why a little extra money now, on adequate wiring, is a saving in the long run.

"I had an interesting case of what the Red Seal does for me recently. A woman was going to buy a 7-room

house on Mountview Avenue—a Red Seal job, by the way—and she suddenly decided she would make it a duplex. She asked the builder if the Red Seal wiring would allow her to have an electric stove put in upstairs, as well as the one downstairs. I figured it out, on the builder's request, and found she had capacity for an extra 54-amp. range, without changing the service at all. Believe me, that builder was tickled. He said 'I see what the Red Seal means now.' Here is a house, with a service designed for only one family, instantly turned into a duplex with two ranges, and all other equipment, without any change, except running the extra wires upstairs to the new range. That is the beauty of having three No. 2 wires, giving a 180-amp. service.

#### What the "Red Seal" Plan Is Doing for Toronto Contractors

##### Raises Wiring Specifications

*By raising the standards in more than 200 Red Seal Homes, other builders are encouraged to put in better installations*

##### Encourages Appliance Sales

*Extra outlets placed for service have increased the demand for appliances—In one instance more than \$3,000 worth of appliances were sold to 25 Red Seal home owners*

##### Checks Price Cutting

*Through the League's publicity and specifications, customers now show interest in wiring adequacy rather than in getting lower bids from "outside" contractors*

#### How Red Seal Brings New Business to Builders

"The Red Seal has sold houses, not only for this builder, but for several other builders. The news of this gets around quickly, and brings fresh business to me. I am heartily for the Red Seal system, because it means not only a fine standard of job, but it gets prestige and business for the contractor who is on the Red Seal list. The reason so many other contractors fall down is because they are afraid to suggest more wiring, lest they lose the job. They do not point out why these things should be done, when people actually want to be told why.

"I won't take any jobs but Red Seal ones now. The others don't pay me," was his parting shot.



# The "Red Seal" Plan in the United States

How the Society for Electrical Development Is Establishing Local Standards for Convenience

By HARRY B. KIRKLAND

Supervisor of Wiring Development for the Society

**R**EGARDLESS of all the care and study in planning a home, every home owner knows that many important items of convenience are neglected. It seems to be a universal experience that there are always insufficient electrical outlets. Even owners who endeavor to specify a very liberal supply of outlets often find that important locations have been overlooked. Architects find it difficult to keep in touch with the latest developments in electric service and frequently do not provide sufficient wiring, even in expensive homes.

"Model Electrical Homes" have been exhibited in many communities and inspected by hundreds of thousands of people during the past few years. They represent one of the most constructive efforts of the electrical industry to acquaint the public with the possibilities of electrical service.

## Specifications to Be Drafted Locally

Model electrical homes have usually been the result of the combined thought and efforts of the leading electrical men of the community but this unusual service was not available to the public as a whole. Now, by means of the Red Seal plan this collective experience of the electrical men in any community may be offered to all. The Red Seal specifica-

tions will be prepared by men experienced not only in electrical matters, but also having a knowledge of local conditions and requirements. In addition, this standard must be approved by a responsible national organization having a background of experience with electrical development in all parts of the country.

Through the Red Seal plan, the Society for Electrical Development has accepted the responsibility for giving the public authoritative information regarding a technical phase of construction in such a form that it can be easily understood. The plan also provides for protecting the public against any improper use of the emblem. The Red Seal and everything pertaining to it have been legally protected by copyright. The emblem can only be awarded by representative local organizations holding a proper license.

The Red Seal cannot be used to promote the sale of any particular manufacturer's equipment to the detriment of other products, neither can it be used to force the employment of any particular contractor. It places no restriction upon free and open competition. It imposes no condition which would result in requiring the public to pay anything in excess of a fair and reasonable price for material or service.

## A Toronto Apartment House Wired to Red Seal Standards



Not only individual homes but also apartment houses and stores are wired to Red Seal specifications in Toronto, where the Red Seal plan has been in operation for

more than a year. This Toronto apartment house is completely wired for appliance outlets and for range and heater service, fully qualifying it for the Red Seal.

In fact the Red Seal plan offers a real economy to the public. Complete and adequate wiring installed at one time is obviously less expensive than the same amount of wiring installed piece-meal after the house is completed.

No effort has been spared to establish the Red Seal plan on a basis which will merit the confidence of the public. The plan has been developed slowly and every detail has been carefully considered. The effect of the Red Seal plan in actual operation has been closely observed. The Red Seal as "a symbol of adequate wiring for convenient electrical service in the home" is offered to the public with the full assurance that it is a real service and that it will hasten the day when all may enjoy more fully the great advantages of electricity.

## How to Obtain a Red-Seal License

In communities where an established electrical league, electrical club or other organization of representative electrical interests is in operation, starting a Red Seal campaign will be comparatively simple. Having discussed the plan and its purpose, passed a resolution of endorsement, appointed the necessary committees, etc., an application for a Class "A" Red Seal license should be addressed to The Society for Electrical Development, 522 Fifth Avenue, New York City.

The following information should be included in or attached to the application:

1. Name and address of the organization.
2. List of officers and members (Indicate character of business, such as, central station, jobber, contractors, etc.).
3. Two copies of the proposed Red Seal specifications (One copy will be returned approved or with suggested changes).
4. Territory to be covered (In general this should be limited to the territory served by the lines of the local central station and covered by the local code).
5. A brief statement of facilities or arrangements for the inspection and awarding of the Red Seals to homes wired according to specifications.
6. A brief statement of the plan for financing the activity.
7. A brief statement of the proposed plans for advertising the Red Seal standard to the public.
8. State specifically whether the local central station will give its moral and financial support to the plan.
9. Enclose a check for \$1, which represents the legal consideration necessary to obtain the license.
10. Enter an order for a supply of Red Seal posters, labels, certificates, window displays, and other material needed to put the plan into operation.

**"Do-It-Now"  
Berger**

# How Berger Sells So Much in Philadelphia

By EARL E. WHITEHORNE



**High-Pressure House-to-House Selling Offers the Only Way to Speed Up Electrical Appliance Sales and Keep Up with the Expanding Market—Success of T. W. Berger Points the Opportunity to Central Stations**

**T**HERE is a new idea afoot in the electrical industry. Men are beginning to discuss it seriously among themselves. It is bringing a lot of discontent and dissatisfaction with the way things are going. And this is fine, because out of it all will gradually come new purpose, new zeal, new vision and the money and the men and the methods that will take the new idea and put it into action.

This new idea is very simple to state. In a word it is the acceptance of the fact that the electrical industry is "not getting on" with its job of equipping the homes of America with the labor-saving and comfort appliances that the people need and will buy when we put the necessary selling behind them. Of course, the business is growing steadily. Each year hundreds of thousands more vacuum cleaners, clothes washers, flatirons and other domestic appliances are manufactured and sold than were marketed the year before. But it also happens that each year from a million and a half to two million additional homes are connected to the power lines.

The net result is that as an industry we are actually *falling behind*. We are growing, but the market grows faster than we do. We are selling more and more appliances but not enough each year to provide equipment for all the homes that are newly wired, to say nothing of all the millions of other homes that have been using electricity right along.

It is a fair estimate to say that the connected homes in America were 25 per cent applaned in 1920 and that they are but 18 per cent applaned today. Think of that!

## **"Do It While We Live"**

This fact is beginning to bear in upon those central station men, those contractor-dealers and those manufacturers and jobbers who are really thinking in a broad way about this industry of ours and the opportunity it presents and also the responsibility that rests upon electrical men to bring these domestic applications of electricity into universal use. And men are beginning to ask themselves this question—Are we going to get this job done *while we live*? Or

## **Tom Berger believes that—**

**There is only one way to distribute appliances in great numbers and that is to take them to the front door of homes and sell them.**

**Comparatively few people will come into the store and buy. A larger number will order by mail if the advertising is right. The only way to reach everybody is to go to every home. And if you want to do it quickly you must send out a lot of men.**

are we going to ride along and leave it to the next generation of electrical men to render this service to humanity and complete the work of getting *all the homes* provided with at least the more important appliances? Are we going to continue to let the market run away from us or are we going to speed up our production and our selling and get this purely preparatory work of equipping waiting customers done now? For not until every home and factory and store and farm and other buildings within reach of service wires has been at least connected and started in the use of electricity will this industry of ours really get into its stride. Now do we want to see this day ourselves or shall we pass on and let the next generation show us how?

I never get to thinking about this that my mind doesn't swing around to Tom Berger. For he is at work right now in Philadelphia selling 1,000 cleaners or 1,000 washers where the average central-station sells one, because he has faced the fact that the market requires intense high-pressure selling if the industry is to keep up with the expanding opportunity and get the job done.

A lot of central station commercial managers don't agree with Berger. They say that his "mail-order copy" advertising is too undignified for a public utility and that his gang of house-to-house canvassers is a menace to public relations.

"No siree," they say, "We will not send out any such untrained sharpers



to get us in wrong with our customers. The men who represent us must be schooled in our policies—not fly-by-nights.” And to this Berger answers—“It is all a question of whether the central station wants to sell 1,500 cleaners a month or 600. If it is a service to the public to put these electrical conveniences into 1,500 homes instead of 600 then the central station should do it. But it cannot be done without high-pressure house-to-house canvassing and this entails hiring the type of men who will do this work and supporting them with high pressure advertising.”

But these “untrained sharpers” are not untrained. As a matter of fact they are highly schooled in the precise work they have to do. Berger is as conscious of the necessity for protecting public relations as any other man.

#### Leading the Way

I may be wrong but I believe that Tom Berger is playing John the Baptist to a new commercial philosophy that will one day sweep clear across the electrical industry. Out of it will come some Henry Fords who will put tremendous volume into the manufacture of electrical appliances of all kinds and by mass production reduce the cost and lower the prices. Out of it also will come a recognition of the fact that these cleaners, washers, flatirons and heat pads can be sold *now to every home* and not *some day*. And we will find dealers and central stations waking up and putting the money and the man power behind their selling that will within our time make every important electrical appliance just as stable equipment in the American home as is the bath tub or the sewing machine or a range in the kitchen.

Berger isn't an evangelist, however, he is not preaching his beliefs. He is not trying to lead any movement, for he is modest, and somewhat diffident. He does not try to tell the other fellow what to do. But he is showing him just the same. He is showing how it can be done. Let me tell you something about Berger and the way he works.

Fifteen years ago Thomas W. Berger was asked by one of the prominent vacuum cleaner companies to become sales-manager of its big crew of house-to-house canvassers. He had made a conspicuous success of selling cleaners in a retail business in Philadelphia and they wanted him. He went and built up an army of

1,700 door-bell pushers, organized into crews in all the important cities of the country. He made a big success of it. His gang sold cleaners like fresh peanuts at the circus, but not to people who crowded up with outstretched hands. As high as 150,000 cleaners a year were sold by this outfit, one by one, at the front doors and in the front halls of houses, to women who were weary of the broom. And in the five years that Berger held the job he probably hired and trained more than 10,000 of these porch-hounds—out of heaven knows how many applicants. For he has a gift for judging and handling men and has learned how to get the last ounce of selling out of a canvasser and to protect himself against all the tricks that these gentry can devise to turn a small commission into a quick clean up.

After five years of national campaigning Berger returned to Philadelphia and organized a local distributing company of his own and began to sell electrical appliances to Philadelphia homes in big volume. The Philadelphia Electric Company was selling in the regular conservative central station way. Berger had conducted three cleaner campaigns for them, representing the manufacturers. They had been clean-cut, high-pressure selling jobs, with no blah and no grief from Berger, just big sales and more sales. He had opened their eyes to the possibilities of this market. The company needed an appliance sales manager. They had tried a lot of bright young men out of this department or that but got nowhere. So they asked Berger to take on the direction of their appliance department. At that time they were selling about \$250,000 worth of appliances a year. Berger made them a proposition to do the job for a commission on the increase in sales he would be able to produce. That was in 1919. This year the Philadelphia Electric Company will sell \$2,000,000 of appliances under Berger's direction.

#### How He Does It

How does he do it? Well, Tom Berger brought to this job two big advantages which the average central-station appliance sales manager lacks. First, he had an intimate personal, down-on-the-ground experience in large-volume selling to the American home. He knew how to hire and manage salesmen and how to advertise to make quick sales. Second, central-station “traditions” are nothing in his life. His busi-

ness had been to sell appliances on easy terms and to keep them sold, but he was free from the haunting fear of “the policy of the company.” The awe of “public relations” did not paralyze his natural enthusiasm. The cold clammy hand of precedent established years ago by engineer-executives without commercial imagination had never clamped down upon his heart.

So he went to work with the simple clear-cut idea of selling tens of thousands of all kinds of appliances to the tens of thousands of waiting connected homes of Philadelphia. Because the Philadelphia Electric Company is an old conservative company in an old conservative community he could not and did not do anything to disrupt public relations. There was no need for it. But he was not content to do the ordinary central-station selling job. He wanted to sell in big volume and do it quick and put a lot of load on the line and make some prosperity for Tom Berger. And that ought to be the incentive and the opportunity inspiring every utility sales manager.

#### Helps Public Relations

For after all nothing can possibly be better for public relations than to sell great quantities of irons and cleaners and washers and table lamps, since it is the comfort and convenience that these appliances bring into the home that makes friends for the central station. In the five years that Berger has been rolling the hoop the Philadelphia Electric Company has sold 100,000 vacuum cleaners, 12,000 washing machines, 100,000 flatirons, and other appliances in proportion, and by just so much rendered added service to the public and bettered its position both financially and in popularity.

Can other central stations do it? Why not? They can if they are willing to spend the money and open up the opportunity to a high-priced man who knows the game and give him authority and freedom to do the job in the way that insures success. If the utility is willing to make it a big operation and will encourage its sales manager to go ahead and build up a great appliance load and make a lot of money for himself at the same time, it can be done. But the men who can do this kind of a job will not work under a pussyfoot policy nor will they be satisfied with anything less than a generous participation in the profits.

Here in a nutshell is Berger's



**Look! This Cabinet-Type Free-Westinghouse Electric Sewing Machine Only \$3 Dollars Down**



**BARGAIN**

Astonishing Values Offered by

Only \$1.17 Per Week

**ONLY \$1.00 DOWN AND YOU GET ALL THE ATTACHMENTS FREE!**

**Read This—The Greatest Cleaner Offer Ever Made!**

**Offer Ends in 30 Days!**

**This Complete Set of Attachments FREE!**

**Only \$1.00 As First Payment**

**Read This Amazing Offer**

**Superbly Beautiful Floor Lamps**

All Silk Shades Artistic Polychrome Stands

**This Offer Ends In 30 Days!**

**Free To You!**

This Wonderful New PARAGON CLOTHES BASKET Given You With The FRANKLIN Electric Iron

**Look at This Illustration!**

**Pay Nothing!**

**NOT ONE PENNY DOWN! 30 DAYS' FREE TRIAL!**

**On the Wonderful New Sunlight Kitchen Light**

By all means read this! Never before has such an offer been made in Philadelphia! For a limited time only we are offering to the housewives of Philadelphia the sensational Sunlight Kitchen LIGHT—the Kitchen Ceiling Fixture that brings to your kitchen a soft, even, daylight illumination.

Over one million of these Sunlight Kitchen Units have been sold in the last six months over the United States. It is something new, something greatly desirable, and now offered in the City of Philadelphia for the first time.

**Installation FREE**

**Under This Great Offer**

Remember, we not only give you this beautiful Sunlight Kitchen Fixture on 30 days' free trial, but one of our expert workmen will install it on the ceiling of your kitchen within a few minutes time without cost to you.

We will remove your present kitchen ceiling fixture and replace it with the Sunlight Kitchen Light.

You do not pay one penny down! You do not place yourself under the slightest obligation! We deliver this splendid Sunlight Kitchen Fixture to your home on 30 days' free trial.

This means that we place the Fixture in your kitchen without the least trouble to you, and without one penny of expense to you. Then for 30 days you can see for yourself what a wonderful light it gives you; how it permeates every corner and drives out the shadows, how truly pleasant and inviting it will make your kitchen, no matter how dull or dark the day.

**Then In 30 Days Only 75 CENTS TO PAY**

**If You Decide to Keep It!**

Yes, that is precisely what we mean! First, for 30 days you use this beautiful Kitchen Light without the least obligation on your part. We want you to find out for yourself the vast difference between working in a dimly lighted gloomy kitchen and a kitchen that is flooded with a soft, even illumination.

**Look at this Illustration**

Study this illustration closely. Note the attractiveness and beauty of this Sunlight Kitchen Fixture. It is all white and harmonious in outline and proportions. It is a decoration for your kitchen or your bathroom. A fixture that you can be proud of.

**Important! Note also the extension on the right of the fixture.** Here is a wonderful convenience—a quick plug-in connection for your electric range, refrigerator, etc.

**Sunlight In your Kitchen**

Yes, Madam, it really means daylight in your kitchen—a clear, soft, penetrating light that enters every nook and corner.

It banishes the shadows from over the sink. It enables you to see clearly.

Berger supports his canvassers with this kind of order-getting advertising, printed in jazz type—full of heart-throb appeal that would make a man yearn for three extra

thumbs. It is straight mail-order copy and talks the name right onto the return card. It makes a woman feel that life is a dead loss without a vacuum cleaner and brings a

blush of shame to the brow of the husband of the washerless wife. Back comes the card and the salesman rides in on it and makes a sale.

philosophy. He believes that there is only one way to sell electrical appliances in *great numbers* and that is to take them to the front door of the home and sell them. A comparatively few people will come into the store and buy. A large number will order by mail if the advertising is right. But the only way to reach everybody is to go to every home. And if you want to do it quickly you must send out a lot of men. The secret of it, therefore, is hiring and operating house-to-house canvassing crews.

The hiring of men for this door-to-

door selling is a difficult problem that requires a high type of management. The job must be done with the type of man who can be obtained for the work. But the opportunity is great. It is worth the effort even though it does need unusual care in guiding, regulating and disciplining the staff so that the good name of the company is safe.

In the handling of these men, Berger starts out with the conviction that, on the average, no man who can get and hold any other job will be a canvasser. The work doesn't appeal to a red-blooded competent chap who

has confidence in himself and is willing to work. Therefore he knows he will have to hire floaters—often failures who have had and lost twenty jobs already and will not stick to this one unless held to it by the pinch of poverty and the lure of apparently easy money. But he must possess some very definite characteristics, this canvasser, if he is to be any good. He must be full of nerve. He must have a thick skin, so that it is impossible to insult him. He must be aggressive and assertive, a strong talker—the kind of a chap who when the front door is slammed in his face,

will run around and knock on the back door at once and continue the conversation.

The timid, polite man has no chance. You can't hire "high brows" to canvass house-to-house. There are exceptions, of course, but I am speaking broadly of the average. And even then the only way to get such a man to hold the job is to hold out to him incessantly the chance to become a crew manager or something better. Nobody wants to canvass. It takes a good salesman to sell him the job. The training of these men is nerve-racking for it is necessary continually to exhort them in "pep talks," painting pictures of calamity, reminding them that they have tried everything else and failed and that this is their great opportunity, then winding this up with the lure of easy profits and the hope of a real success.

#### **The Difficulties of Starting New Canvassers**

Nearly all these men start dead broke. If they had ten dollars in their pockets they would go on reading want ads till tomorrow. They go out knowing that if they don't sell today they won't eat in the morning and Berger knows that if they don't make a sale the first day they probably won't show up again. For after they are hired comes the most critical time. These men are down on their luck. They may be eager to succeed but they are discouraged. They don't know how to start. So there must be machinery for carrying the new canvasser along.

So over every five canvassers is a crew manager who takes them out at once. They watch him sell for an hour and then go on their own. The crew manager tries to close one contract for each man giving the canvasser the credit to hearten him up. A division manager watches over the work of the crew managers. He will stop a crew on the corner and give them a "pep talk" and urge them on. Within four or five days two-thirds of these new men will have dropped out. Meanwhile, however, they will have made sales, for any canvasser who makes twenty-five conscientious calls will make a sale. Any man who will work fast can make it go. The difficulty is to make them hustle. They like to talk too long. They get tired of it. They quit. If they get away to a good start, they may show some results.

The best house-to-house canvasser, Berger says, is the plodding driving

type who will put his confidence in foot work. He may be a young man. He may be an old man. But inevitably a large proportion of men that can be hired will have sharp minds and set to work to try and invent a way to short-cut on work and to beat the game. Right there is the greatest hazard in this high-pressure selling for there are an infinite number of ways that these men devise to knock down extra money.

Berger recognizes this and knowing this fact meets the danger with protective measures. He looks this problem straight in the eye and organizes his entire plan around this

### **Berger Is Doing It Now!**

The electrical industry is not manufacturing and selling electrical appliances fast enough to keep up with the growth of the market as additional homes are connected.

Electrical men must ask themselves this question—"Are we going to get this job done while we live?"

"Are we, ourselves, going to put electricity into these homes now within reach of power lines, and equip them now with the more important appliances? Or are we going to leave it to the next generation of electrical men to show us how?"

Berger is doing it now.

idea of meeting these risks and blocking these losses and making sales that stick—because they satisfy. And he holds out this warning to any central station that may be considering going into house-to-house canvassing on a large scale. This high pressure selling cannot be entered upon lightly. It can be made a big success only if the canvassers are controlled and directed. Great benefits are coming from this work in Philadelphia, but it is because the crews are operated with precision and efficiency and the pitfalls are avoided.

Listed on these pages are just a few of the inventive ideas that the canvasser conceives and executes, to try to pull down some easy money—if he has the chance. But the boss can be just as keen as the canvasser. Ber-

ger confirms every sale by a stamped return post card, mailed to the customer. He keeps a close watch on all reports and if a man sells too much merchandise he looks for the brunette in the kindling. For of course, the plan of the bell-pusher is to clean up in thirty days, before the next installment bills go out, and then duck.

Understand me now—they do not countenance these tricks in Philadelphia. They do not risk such bad influences. They are not overridden with clever crooks among their canvassers. The Philadelphia door-to-door organization is as clean as it is humanly possible to keep it with full knowledge of where to look for dirt. But it is no parlor sport and any company that goes into it must have its eyes open to the dangers as well as the delights.

#### **Why It Pays to Use High Pressure Methods**

You may say—"Why go through all this grief? Why take these risks of having customers imposed on?" Well Berger gives the reason flat and frank—"We sell this way," he says, "because we are marketing a specialty that as long as time endures must be sold this way if we want speed and volume. If you can sell a million dollars worth without canvassers you can sell two millions of it if you rush around and pound on doors. Canvassers will double the sales. Suppose then that from 10 to 15 per cent of these sales come back. You are at least from 70 to 80 per cent better off in sales and load and profit. Because of these high-pressure methods almost twice as many households are enjoying the use of electricity in a new way and are gratified and become better friends of the company."

Other central station men will raise another point—saying—"We could never take men like this into our organization." "Don't do it," says Berger. "If you want to sell by house-to-house canvass you will be obliged to hire many of this kind of men, because no other type will do the work. But don't encourage them to participate in the life of the organization. Don't coddle them or try to lift them up. Drive them. They won't stay long enough to become members of the official family—except those who become supervisors. Take the supervisors into the family and dangle the lure of this opportunity before the rest. It sounds hard. It is hard. But this crowd



## Eleven Tricks the Canvasser Will Try to "Put Over" on the Boss

*In Philadelphia, after Berger's superintendents have hired new canvassers, they jazz 'em up. They drive 'em hard and keep 'em stepping. But they watch them every minute for danger signals.*



**ACCORDING** to Berger there are about twenty-three standard crooked tricks that the porch-climbing canvasser continually has up his sleeve. Here are some examples: We'll say that the men are selling cleaners at \$2.50 down and \$5 a month and the canvasser is paid a commission of \$9 when the signed contract and the down payment are turned in.

**Trick No. 1.** The contract says "No trial period and non-returnable," but the canvasser keeps the customer from reading it and tells her to sign a "receipt" and take the cleaner on trial. He pays the \$2.50 out of his own jeans, turns in the contract, draws his nine berries and is six-fifty ahead.

**Trick No. 2.** He will "rent" her a cleaner and take \$2.50 down and get the contract signed as a receipt and draw his commission.

**Trick No. 3.** He will agree to take an old cleaner or carpet-sweeper in trade and not report it.

**Trick No. 4.** He will make a cash sale, collect the full amount, and forge a signature on the time contract, turn in \$2.50 and draw \$9, pocketing the cash.

**Trick No. 5.** He will sell on time contract and later go back and offer a big discount for the balance of the cash and neglect to mention it.

**Trick No. 6.** He will sell a \$75 cleaner for \$50 cash, ostensibly "to help him win a contest." The woman signs the \$75 order and he turns in a time sale.

**Trick No. 7.** He will talk your cleaner and find that the woman wants to buy another make. He will then go to a competitor and make the sale to her through him, at a larger commission.

**Trick No. 8.** He will fail to make a sale somewhere, and then go out, sign the woman's name to a contract, hock the cleaner in a pawn shop, turn in the amount of a down payment and the slip, and pocket the commission and the pawnbroker's advance.

**Trick No. 9.** He will get the woman to pay \$10 down and pocket all but the regular \$2.50 expected.

**Trick No. 10.** He will go back to old customers and collect installments without authority and not turn them in.

**Trick No. 11.** He will go and "present" a cleaner to a customer, telling her that the company is doing it to increase load or to cut down the income tax, getting a signed receipt and taking the down payment out of his own money and drawing the commission.

won't sell if it is made easy for them to prosper."

Tom Berger is an interesting personality. He is rather diffident as I have said. He doesn't talk much. But he knows the high-pressure selling game. He knows how to pick men for canvassing. He knows how to inspire them, how to drive them, how to check them up, how to fire them quick when he should. He keeps a man continually employed in hiring men. Also he knows how to buy appliances at the bottom price—and this has accounted for much of his success. He knows mail-order advertising and has a man on his staff who can write jazzy copy to a fare-you-well and thousands of post card orders are received that way.

Berger believes that there is no such latent opportunity in the world today as exists in the central-station merchandising field. "Suppose you could start a department store," he says, "and have all the better homes in the community already established as your customers. What a fortune you could make? Well the central station has an even-greater advantage for it not only has as a customer nearly every household in the community but it has a smooth running machinery for collecting install-

ment payments at very small expense and it has for sale what will be the most popular household equipment line in the world once it is properly sold. The great volume of the people can not pay cash for these things that they want, therefore the central station must sell them on easy terms.

Berger believes that the time to appliance the homes of America is now. He believes that the central station can do the job if it is willing to spend money and sell in large volume. I believe that he is right—and what is more I think that he is pointing the way. For he is simply following the method by which sewing machines, victrolas, pianos and a dozen other pieces of home equipment have been put into universal use.

It is not unnatural for central-station men to balk at this kind of high-pressure selling. It isn't in tune with the tradition of the business. And there's the rub. All these traditions we cling to often are not business traditions. They are professional traditions, engineering traditions—not the tradition of selling men at all. And now we have a gigantic selling job on hand. I say let's go forward with it. Berger is showing the way.

## An Appliance Show Window in a Road Sign

So placed that passing motor and street-car traffic can see it plainly, a Peoria, Ill., sign board 50 feet long and 20 feet high, has in its center a show window of glass and in a room back of this glass front several different kinds of washing and ironing machines are displayed.

The interior of the room or show case is painted a pure white—sides, top and back. Concealed lights in the ceiling are focused on the machines so that at night this show window is brilliantly lighted. Overhanging lights are focused on the balance of the board so that the lettering is as legible as in the day time.

The whole sign is very striking and compels the attention of every passerby, whether he be afoot, or in an automobile or street car.

The machines displayed are themselves virtually only shells, since all inside parts have been removed, such as motor, gearcases and so on. Thus should some prowler feel inclined to cart off the different washer models he would not even be repaid for his trouble.



# Local Co-operation Builds Permanent "Home Electric"



IF the occasional "Home Electric" Exhibit is of value in suggesting more complete installations of electrical equipment to the prospective home builder, a permanent electrical home demonstration, at hand for inspection and display whenever a prospect may be in the mood for inspection, should have an even more important function. Such an exhibit has recently been installed by the Electrical Contractors' and Dealers' Association of Sacramento, Calif.

The home is a full-sized one constructed within the building of the Building Material Exhibit at 910 Ninth St. This is located in the heart of the city, directly facing the City Plaza and is in the same building with the office of the Contractors' and Dealers' Association, so that direct supervision of the exhibit can be maintained at all times and personal assistance rendered. The home is complete in every detail. The ceiling of the hall is 22 ft. in height, which allows of a full sized building — and all rooms are of the normal size.



## *The California Co-operative Campaign Gave a Hand*

Assistance in building the Home Electric Bungalow, shown above, was rendered throughout by the California Co-operative Campaign.

## *And Twenty-five Journeymen Donated Their Services*

The labor in the installation of wiring was done free of charge by the local journeymen (see top of page), twenty-five of them donating their services all one Sunday to the roughing in.

## *Then the Local Electrical Family Held a Banquet and Said, "Here's to"*

Following the finish of the exhibit, a celebration was held with the journeymen as guests of the contractors. But this was only a preliminary to the big event which was to follow—the banquet given by the Sacramento Association to its ladies and guests, shown at the right.



*Electrical Dealers Who Are Making Money, and Why—XVI*

# Getting Profits Out of Management

By Dividing the Duties and Responsibilities, The Harloff-Loprich Electric Company, Madison, Wis., Keeps Every Department of Its Business Up to High Efficiency

By L. E. MOFFATT

**I**N interviewing contractor-dealers over a great part of the country for this series on "Electrical Dealers Who Are Making Money," I find one feature of their history common to most of them. It is that contractor-dealers doing a business from \$50,000 to \$250,000 a year, owning their own buildings, employing five to fifty men, with well equipped show rooms and a stock inventory of \$10,000 and up, have built this business in a relatively few years, and from a beginning when a few hundred dollars was the sole capital and resources.

Most of the contractor-dealers reading this will recognize that it states the facts of their own business history. Any business of which this can be truly stated, is a good business with ample opportunity and a successful future as the reward of proper management.

And these facts are the sufficient answer to the occasionally expressed pessimism as to the position and future of the contractor-dealer.

## Gross Business of \$100,000 from \$1,000 Capital

The Harloff-Loprich Electric Company, Madison, Wis., is an excellent example of the best kind of contractor-dealers who have built a worth-while profitable business from a very small beginning.

Eight years ago, Karl Loprich, a practical wireman, and Otto Harloff, a practical business man contributed \$500 each as capital and went into business as the Harloff-Loprich Electric Company.

With hard work and sound methods, the business on this \$1,000 capital has grown to a yearly total

of \$100,000, the average gross for the past few years. And above all expenses, including proper salaries paid to the owners, a net profit has been made on this gross business of from 8 to 16 per cent.

Now competition is as keen in Madison as anywhere else. The lighting company is an active merchandiser, there are other good contractor-dealers, the department stores, hardware stores and drug stores, all get their whack at the appliance and fixture business and the wiring business, here as elsewhere, is competed for by the contractor who takes a chance on his profit to get the job.

"How then," I asked Mr. Harloff, "do you make your profit?"

*High spots from the story of a business that in eight years grew from \$1,000 cash capital to an average for the past several years of 8 to 16 per cent net profits on gross yearly sales of \$100,000.*

**Manufacturers' invoices have always been discounted.**

**Collections are kept up to the minute.**

**Daily reports on the manager's desk show the exact day-to-day sales and profits.**

**Appliance profits are made from a high rate of turnover. A month-to-month stock is kept and the reserve is carried by the jobber.**

**Using the bank to carry installment accounts makes a profit on the carrying charge.**

"There is no one way to make a net profit," was his answer. "There are plenty of angles where profit can be made or lost and every one needs watching. We divide the work and responsibility. Mr. Loprich takes care of all construction work and I manage the merchandising end of the business. And I watch the dollars and cents. General expense, selling cost, service, turnover, credits, all these are watched and checked up just as closely as sales.

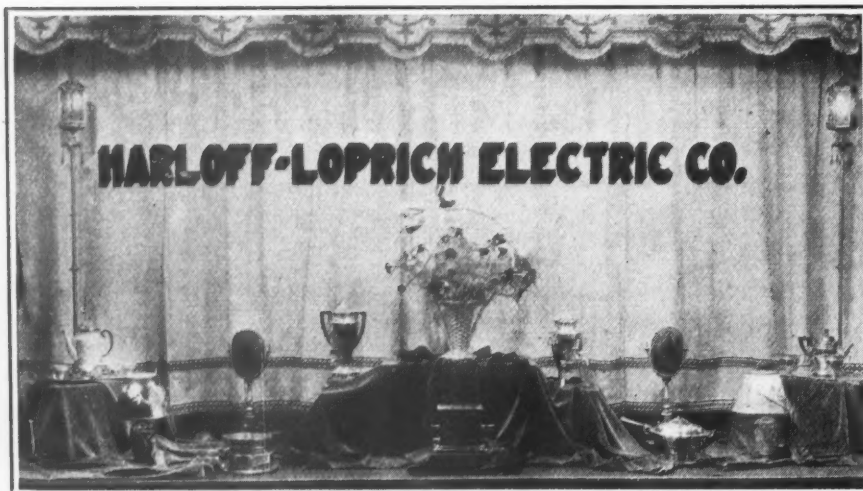
## Daily Reports Show Where Business Stands

"Every morning the bookkeeper puts on my desk a daily report showing the details of yesterday's transactions and the total for the year up to yesterday. The report covers cash, accounts receivable, bank account, accounts payable, sales, purchases and expenses. Together with the report on yesterday she gives me the report for the corresponding day last year.

"The stock man can give me the inventory figures promptly when I ask for them. With this method I do not have to wait for a quarterly or monthly profit and loss statement. I know what the net profit was for last year and a comparison of the figures for this year and last shows me instantly just where we are standing.

"There is no 'going it blind.' This report shows a lot of data but is simple enough for the bookkeeper to prepare. Nor is it needlessly elaborate for a business of this size. It is just as important for us to know all the facts daily about our business as it would be if this business ran into the millions.





"Welcome In" is the unspoken invitation of a well trimmed window. Neatness of appearance, quality of merchandise displayed, and the ability to tell a message quickly are real attributes of a good window. It costs money but pays in sales.

"The daily statement is a daily reminder of two of the most important elements in running a business, collecting accounts and paying accounts. Prompt collections and prompt payments have played a big part in the growth of this business. We discount all our invoices, we borrow from our bank to finance our time payment accounts, and the money to meet these obligations has to come promptly from the money owed us.

"We have had a very satisfactory experience with time payment accounts and have very little delinquency. One reason for this is that we exercise a reasonable care in extending credit but the biggest reason is that we don't forget the customer owes us a payment on a certain date and we do not let the customer forget it. Four days before the payment is due we send a notice to the customer. And we seldom have to send a second notice. If the payment goes past the date we call the customer which usually brings a prompt response. People who owe you money will forget they owe you if you forget it.

"We make a profit on time-payment paper although we add only \$10 to the price of a washing machine instead of 10 per cent."

Mr. Harloff uses his bank to carry his time paper and his method is

simple and instructive. This is how he described it:

"We take a thousand dollars' worth or more at a time to the bank, he explained, and borrow seventy per cent of the unpaid total for four months. This paper is deposited as collateral for our note and consequently does not cut down our regular line of credit. At the end of four months we take up the note, show on each lease the amount paid to date and redeposit, usually with new paper as collateral for another loan.

"This is very satisfactory to the

bank as they have the security of two names, our customers' and our own and an assigned chattel mortgage on the merchandise. We have had from \$10,000 to \$20,000 of this paper in the bank without, as I have said, reducing our regular line of credit."

The merchandising activity of this company covers all the major appliances, portable lamps, radio, fixtures and, for the past year, electric refrigerators.

As the refrigerator is not yet commonly handled by the contractor-dealer I asked Mr. Harloff how it paid.

### Building Business for Tomorrow

"We have sold several refrigerators to date," was his answer, "and have spent somewhat more than we have received in profits. But we took it on because we are sure that the refrigerator is the big selling appliance of tomorrow and we could afford to do some pioneering today. Sales of refrigerators develop more slowly than other appliances. Here on my desk is a card index of a hundred or more good refrigerator prospects that will take probably a considerable time before they are sales. But we can see from month to month the interest and the prospects growing and there is no doubt in my mind that before a great while we will have a very profitable business in the refrigerator.

"Our first sales were made to certain 'key' men in the city whose buying would affect others. We have these important and influential men to refer to. One of them is, oddly enough, the owner of the biggest ice plant in town. He is a persistent booster for electric home refrigeration, is glad to show his own installation and has sent us a number of prospects.

Mr. Harloff has made very careful studies of his merchandising overhead and has found it to be 31 per cent of the selling price. And in spite of what seems a high overhead figure he believes that present margins of profit are sufficient.

HARLOFF--LOPRICH ELECTRIC CO.			
DAILY REPORT			
		Date _____ 192__	
<b>CASH</b>		<b>ACCOUNTS PAYABLE</b>	
Balance Yesterday		Balance Yesterday	
Cash Sales		Paid on Account—By Cash	
Received on Account		Discount Taken	
Other Receipts		Total Paid on Account	
Cash Over		Balance	
Total Receipts (Insert the Amount)		Invoices Received	
Total		Balance Today	
Deposited		Notes Payable	
Cash Paid Out (Pay by check if possible)		Paid on Account	
Cash Short		Balance	
Total Disbursements		<b>SALES</b>	
Balance Today		Total Sales Yesterday	
Total		Charge Sales	
<b>ACCOUNTS RECEIVABLE</b>		Cash Sales	
Balance Yesterday		Total Sales Today	
Received on account—cash		Total Jobs Yesterday	
Discount Allowed		Total Sales to Date	
Total Credits		Total Sales and Jobs to Date	
Balance		<b>PURCHASES</b>	
Charge Sales		Total Purchases Yesterday	
Jobs		Purchases Today	
Balance Today		Total Purchases to Date	
<b>BANK ACCOUNT</b>		<b>EXPENSES</b>	
Balance Yesterday		Total Expenses Yesterday	
Deposited		Expenses Today	
Total		Total Expense to Date	
Checks Drawn			
Balance Today			
Remarks:			

Reports take the guess work out of the electrical business. This one tells everyday business details for the Harloff-Loprich Electric Company, Madison, Wis. It permits a quick comparison with yesterday's business and is a guide to the business of the future.



Margin, as he sees it, is closely bound up with turnover. With the present margins an adequate net profit can be shown if appliances are not carried for a long period in stock. If they stand on the floor for months, accumulating carrying charges, no amount of margin will make them profitable.

Although Mr. Harloff depends on Milwaukee and Chicago jobbers as his source of supply, he finds it practical to keep his stock down to a month-to-month basis and let the jobber carry his reserve stock.

Service expense is another item that Mr. Harloff watches. This also can make a large hole in any sized margin of profit.

Not that service with this company is skimmed. Any customer of the Harloff-Loprich Company is entitled to and gets prompt attention to his service call. But unless the service required falls under a guarantee period, then the customer pays for the service.

The company maintains two trucks. One is the regular delivery and service truck and the other is an emergency truck. The regular delivery man is also the service man and there are enough service calls that are paid for, that the charged

service pays for one truck and the service man who drives it.

Emergency calls are taken care of by the stock man who drives the emergency truck and who is experienced enough to take care of the ordinary service requirements.

"There are two angles to service," comments Mr. Harloff. "One is the customer who wants to know how quick she is going to get it. The other is the dealer who wants to know who is going to pay for it. The customer is usually willing to pay and the time to bring the matter of payment up is when she calls for the service."

"Most electrical dealers," he concluded, "are honorably concerned with giving the customer the full satisfaction that is owing them. That is our policy. But also, we never forget the profit that is coming to us."

This expression of Mr. Harloff's about speaks for the general attitude of most merchants of today.

The old policy of "The customer is king" has rightly been replaced by the newer viewpoint "The customer is reasonable."

An attitude of this nature assures satisfaction to both the merchant and consumer.

## Mirror Hides Panel Box— Hinged Window Backs

When the new Guitman Electric Shop, North Side, Pittsburgh, Pa., was completed, it was found that the large sheet-iron panel box near the front of the store, housing fifteen or more store-lighting circuits, presented an unattractive spot in the store picture. To hide this panel box, a full-length mirror was obtained and mounted in a wooden door arranged to swing closed over the iron door of the panel. In this way an attractive mirror was provided, enhancing the store interior, in place of the former ugly iron box-cover which was so conspicuous.

Another novelty in this store is the hinged window-back which swings open in two halves like doors, enabling even the largest appliances to be moved back and forth conveniently. At night it is also possible to swing back this window background, exposing the entire store to view from the sidewalk, thus making an extremely attractive picture to the window shopper, since the brilliantly lighted store interior is one of the bright spots of the neighborhood.

## "Radio Retailing"

Section Two of this Issue of "Electrical Merchandising"

To Help You Sell More Radio

**R**ADIO is the topic on every tongue these days.

Starting with the national conventions and the political campaigns, down through the elections, the fall football games, the trans-Atlantic broadcasting tests, and the transmission of photographs from London, radio has been a continuous front-page subject, holding the attention of every newspaper reader.

So keen has the interest in radio and in its broadcasted entertainment become, that there are to-day few families without radio sets who are not earnestly considering the purchase of outfits when the opportunity affords. The public is sold on radio, and from now on the problem will be chiefly that of distributing dependable sets and parts to ready-made prospects, and collecting the money.

**S**TUDY by the publishers of *Electrical Merchandising* of the lines carried by our dealer-readers, has shown how largely radio sets and parts enter into the stocks carried by electrical retail businesses.

**T**O SERVE the dealer-readers of *Electrical Merchandising* with complete radio sales facts, therefore, the publishers, beginning with this month, are bringing out as Section Two of this

issue a special radio section, *Radio Retailing*, devoted wholly to the subject of radio selling and radio merchandise. To provide the latest news of the retail trade this *Radio Retailing* Section is being produced by a special editorial staff and is mailed to you under separate cover as Part Two of *Electrical Merchandising*.

*Radio Retailing* will be found a vital, timely magazine section on radio selling, telling month by month the merchandising story of the liveliest line the dealer was ever called upon to carry.

Watch for your first copy of the *Radio Retailing* Section—delivered to you with this copy of *Electrical Merchandising*.

—The Editors



## *Store Problems of the Retail Merchant—I*

# Waste Store Space Costs Money

**A Well-Planned Store Will Increase Sales Volume with a Minimum Overhead Expense, Bringing a Larger Return on Investment**

By LAWRENCE A. HANSEN\*

**A** CERTAIN store in Boston was known to be having hard sledding. One day, while calling on the owner, he said, "Hansen, I can't pay this rent much longer. This last increase the landlord handed me is too much. My sales won't stand it."

He was right, the rent was too high for his sales volume. He was paying \$3,000 a year on a sales volume of \$30,000 gross. A question or two revealed the fact that the rent could not be reduced, as a lease having two years to run was still in effect. The only alternatives he had then, were—either to sublet part of the store (which would impair his business) or to increase his sales volume to an amount which would justify the \$3,000 rent.

So, we set about to see what could be done in the latter direction. He took me for a walk through the store. The first floor was well planned. It was producing its share of sales although it was not reaching its maximum volume.

### **Eliminate Waste Space**

However, when we arrived in the basement the real solution presented itself to me. Valuable floor space here was being given over to a stockroom, and to a shipping room. Space far too valuable and in excess of that needed for these non-selling departments. Here was the answer: Eliminate this waste space. Make it productive. Turn it into producing sales. Undoubtedly the income resulting from this change would take care of the increase in rent.

Further study of the main floor showed that if fixtures were changed, and new ones installed of a different type, even more space could be saved. New fixtures were, accordingly put

in, placed—three feet from the walls. In back were small bins for the storing of surplus merchandise.

The same design of fixtures were installed in the basement, counters were placed in position and the basement was transformed into a cheery toy department.

Productive and contributing to the gross sales, as well as reducing overhead costs, is the story the basement tells now with its increased sales. The merchant pays the \$3,000 rent and still makes a fair profit. It was only the waste space in this dealer's case that was costly, and it always is in any store. Waste space should be watched. Waste space is any space being used by either a non-selling department or a selling department in excess of that needed for the activities carried on.

At the same time, as a result of this change, stock control was made more simple. Records were made easier to keep, for with the new ar-

rangement and equipment there was a definite place for every different type of merchandise. This stock control is important to any store, large or small. It is one of the keys to proper buying. The separate bins, in the back of these new fixtures, made it possible to know, at all times, what was on hand, and what types, qualities and sizes of merchandise were moving.

However in making these changes there were other considerations besides the elimination of waste space and the increasing of gross sales. The merchant's goal was increased sales. His objective was to decrease his overhead. In doing this he had to consider the customer. It was the customer who was to make this change worth while.

### **The Customer's Viewpoint**

Satisfying the customer then was another objective. Satisfied customers, both old and new, were necessary if this planning was to be worth anything and accomplish its purpose.

Customers demand attention on the part of the sales force. They want to be waited on promptly and with the least loss of time, and they also like to go from one counter to another without wasting any amount of time. Purchases must be made easy to select. And lastly, the customer always enjoys pleasing surroundings. This is especially true of women, but even men respond to a pleasing store appearance. Atmosphere is valuable.

If the counters are of the proper height the customer can inspect the merchandise easily, and it pleases him. If the aisles are wide enough to allow more than two persons to pass, crowding is avoided. If lighting arrangements are adequate the customer makes his selection easily. All of these aid in making a satisfied

*Planning a store is a real job—  
these ideas will help you:*

**Keep in mind the customer's convenience of access to and from departments**

**Consider the wants and characteristics of the community**

**Grouping departments of related merchandise together insofar as possible, will increase your sales**

**Eliminate waste space**

**Have the store well lighted—it means increased sales and profits**

**Place bundle counters and cash registers close to departments they serve**

\*Formerly assistant chief, Bureau of Domestic Commerce, U. S. Department of Commerce. Now associate editor, *Electrical Merchandising*.



customer and in building sales and good will.

Some time ago a test was conducted in a Chicago department store, and consisted, briefly, in alternating from 5 foot-candles illumination to 15 foot-candles; other conditions were allowed to remain the same. A record was kept of the number of people entering the store, the number of purchases made and the amount of each purchase. The test lasted several weeks, during which time the store did no advertising nor anything which would influence the result of the tests. The result was astonishing. With the higher intensity of illumination there was an increase of 29 per cent in sales

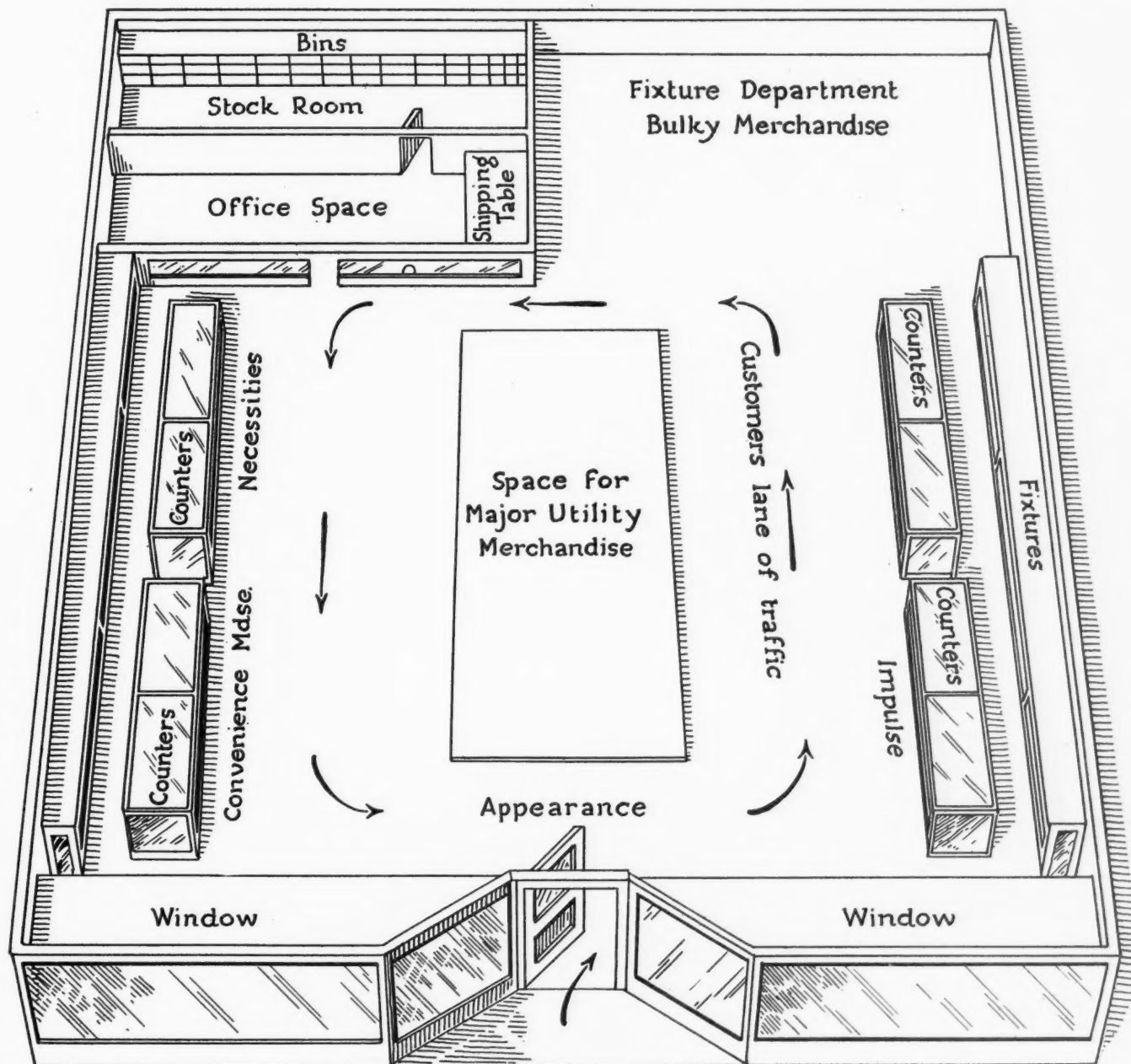
per customer; not only that, but there was also an increase of 12 per cent in the number of buyers as compared to the number of persons who entered the store. Think what that means to the merchant. For a very small expense he can increase his sales almost one-third.

This necessity of good lighting is particularly true with electrical stores. A store well lighted presents a cheerful atmosphere, and atmosphere affects the customer's buying without his realizing it. A well lighted store is a "window sign." It will draw trade. It shows action. It implies to the trade that there is something going on inside. Lighting, though, is a study by itself, the type,

design and arrangement of fixtures varies with merchandise sold and in the location of departments.

Now from the experiences of all types of retailers there are certain definite considerations which may serve as a guide in department arrangement.

For the most part merchandise is properly located with respect to its "frequency of sales." Department location will vary with the character of the community, and with the characteristics of the consumer. Nature of the merchandise sold in the department will have an influence on its ultimate location, while physical store factors—such as entrances, elevators, stairways, etc.—



That the store should present a pleasing appearance, is one of the primary rules in store planning.

Merchandise sold because of immediate interest aroused, or purchased on the spur

of the moment, can well be placed on the right of the store. Necessities and "convenience goods" are properly located on the opposite side. The tendency of the public to "keep to the right" is in part, the reason

for this arrangement. The center, with a raised platform, is an ideal location for selling larger utility appliances. This leaves the rear free for non-selling departments and for the sale fixtures.

must be kept in mind if any planning is to prove successful. Connected closely with all these is the idea of grouping departments.

Oftentimes the display of merchandise associated closely with merchandise offered for sale on an adjoining or nearby counter serves to increase sales. "Suggestive selling" is a comparatively new idea, and this grouping of related merchandise helps the sales force in getting the most from it. Probably one of the best illustrations to be seen in the carrying out of "related merchandise grouping," is in the haberdashery store.

#### Putting Related Merchandise Together

I remember one morning visiting a small men's shop on Forty-second Street, in New York City. While I was trying on a pair of gloves a man came into the store, looking as though he had traveled some distance on a train. He wanted a shirt. The clerk quickly satisfied him in size, make, etc., and in turning to wrap up the goods called the customer's attention to a vertical show case displaying Arrow collars, situated at one end of the shirt counter. "Have you seen this collar, sir?" the clerk asked the customer. "It's what we call a form-fitting collar, and our customers say it's very comfortable. I see you're traveling, perhaps you don't care to take a half dozen at our special price of \$1 but why don't you try one?" Now it wasn't very hard for that customer to turn and look at the collars. In fact it was convenient. He purchased the collar and then turned to go in the direction the clerk had stepped, to get his parcel.

"Neckties, Specials at 75c.," he read very clearly as his eyes rested on a sign from a necktie rack, situated on the other end of the counter. A little sales talk on the part of the clerk, and the customer was sold, not just a shirt, but a shirt, collar and tie. Grouping of related merchandise paid. It was adding to the sales every day.

"They just can't resist those ties," the sales clerk said to me on my way out, but it was the placing of those ties, the location of the tie rack, that invited customer attention.

Now the location and planned position of the collar show case was necessary and it was advantageous to have a certain definite place for the tie rack, yet that little bundle counter, that shelf as it might have

been, was also just as important and necessary to be well placed.

Too many merchants give all their thought and attention to locating selling departments, and little planning is considered in connection with the non-selling departments. Such departments as the bundle counter, the cashier's desk, or in the case of the very small store the placing of the cash register, are equally as important. It does seem in many stores it's a case of "Well this will just about do, this space is just large enough to put the cash register here, or this space is just large enough to serve as a bundle counter."

But, the successful merchant who is making his store pay the greatest in terms of sales and profit, gives careful thought to just such details as these, if they can be called details, and they are not to be passed over too easily. The position of even cash registers and bundle counters should, too, be carefully planned. If one bundle counter can or must serve two or more selling departments, it should be placed in such a position that it is convenient to reach from each one. The same is true with the cash register. If the cash register must serve two or more departments then it should be located conveniently to them, not at one end, but preferably in some central position.

Such a simple detail as this will save money. It will save time on the part of the customer. Poor planning requiring the sales clerk to use needless steps is a waste of time, and lowers the clerk's productive ability in registering sales for the

store. This saving sometimes has meant the requiring of a smaller sales staff, cutting down the selling expense.

And now we come to the store office. Where should it be? And the stock room?

In many stores, balconies are popular for these purposes. A balcony is built to extend around the two sides and the back of the store. The back is given over to desk room, while the sides have orderly fixtures for the storing of surplus stock. In any case, no matter where these departments are located, the space should be limited to minimum requirements.

There is an advantage of having the office in the balcony, providing it is not necessary for the public to have access to it. Such a position allows the manager or owner to see over his entire store and everything going on in it. He can keep a careful check on the activities of his several departments, at the same time knowing he is not using valuable floor space which might be producing sales. The manager can thus watch the results of his planning, making necessary changes to complete and perfect his entire store arrangement.

If a balcony is not practical such departments as office and stock room should be in rear of the store.

#### No Set Rules Governing All Stores

This whole question of store planning is not one to be solved by any set rules which all may follow. But there are certain definite advantages to be received both by the customer and the merchant if each individual's experiences are watched. Many times principles of planning are adaptable to various stores, no matter of what type or design, and it will be only the details of adapting the principles that will vary.

Each store must be its own laboratory. It must arrive at its own conclusions in the carrying out of a definite plan, using the experiences of other fields only as a guide.

Retailers have found such guides to pay. Sales have been increased through following them. Overhead has been reduced. Depressions in business have been made easier to weather. And profits have been increased.

As a last word of caution, we should remember this sound business rule:

Never build your business to fit a system. But, fit your system to the business.

#### Next Month

#### "Measuring a Retail Market"

"Waste Space Costs Money," is the first of a series of articles by Mr. Hansen on "Problems of the Retail Merchant."

This practical store planning discussion will be followed each month by other articles on store problems, including:

Measuring a Retail Market  
Store Organization  
Merchandise Buying  
Receiving and Marking  
Stock Control

Financing a Retail Store.

Watch for the February issue.



The electrical store on the right is the Wellston branch of the Union Electric Light & Power Company. Next door, to the left, is the Smith Electric Company. The central station gives free lamp renewals, but Smith pays his rent from his lamp profits!



## This Dealer Thrives Next Door to His Big Competitor

**I**N THE small town or small suburb, what chance has the contractor-dealer against central-station competition?

"All the chance in the world," answers A. A. Smith of Wellston, Mo., who has made the competition of the central station the basis of his profitable business.

Wellston is a suburb of St. Louis and the Union Electric Light & Power Company maintains a branch store there. In the same building, right next door to the central station store is the Smith Electric Company. There are several good reasons for this location.

One is that the central station store draws to it in the course of a month almost all the current consumers in Wellston. These people are all prospects for merchandise, new wiring, and refixturing. Smith's windows are attractive and the shopper is likely to see there something she wants and that she didn't see in the lighting company's store.

One result of Smith's location that has a lesson in it is his lamp sales. The Union company gives free lamp renewals and right next door to this lamp renewal station, Smith sells

lamps enough every month to pay his rent.

It is not easy to see why it should be. The part that can be easily explained is that the lighting company makes no free lamp renewals on frosted lamps so the public has to buy its frosted lamps, and it buys a good many of them from Smith.

### Lamp Sales Pay Rent

But this doesn't explain the sale of other types of lamps. The explanation is in some region of consumer psychology: the belief that lamps from the light company use more current; forgetting about the free renewal service; forgetting to bring lamps down for renewal and not liking to face the "Mrs." without them; human laziness; whatever it is, it pays Smith's rent.

Having a contractor-dealer next

door is convenient for the lighting company also. It does not have to maintain a repair department and can send the customer with a repair job next door where his appliance will be put back into working shape. More profit for Smith.

House wiring and fixtures are the main elements in this contractor-dealer's business and the personal friendliness of the lighting company men contribute to his landing profitable wiring and fixture jobs.

When a new line extension is to be made, Smith gets the information and makes an active canvass himself of the houses along the new line. The first in the field, he has a number of contracts for wiring and fixtures at profitable prices before everybody is after the business.

And in return Smith gets a good many leads on major appliances which he turns over to the men in the lighting company. The business of the Smith Electric Company is not awfully big but it is a mighty sound business because it is all done at a profit. And a good example of the fact that if you have a big competitor it is better to work with him than to throw rocks at him.

### Wellston, Mo., Contractor-Dealer Builds His Business on Lighting Company Competition

# Sign Servicing, Hospital Wiring and

## Need for Sign-Servicing

An inspection of signs in the business district of any city will reveal the fact that few of them are kept up properly in the matter of replacing burned-out lamps. Few store owners keep a careful watch in this matter—and when they do notice the discrepancy, they are apt to find the climbing up to renew the sign a process of such difficulty that they postpone it until so many lamps are missing that it becomes necessary. Many sign manufacturers provide a relamping service on their signs, which is taken advantage of by theaters and like institutions where frequent changes of sign make the matter one of current importance. There remains a need for a similar service rendered the smaller store owner, however, which could come most profitably from the local electrical contractor dealer.

Why not investigate this field in your own city—and if the need is not already met, organize a "sign-servicing department" among local contractors which will prove a profitable business, both in the lamps thus

sold and in the greater satisfaction derived from electric signs and the consequent better market for this product.

## Brooklyn Contractor's Elaborate Window-Lighting Equipment

D. M. Carr & Son have installed in their sales room at 1237 Flatbush Avenue, Brooklyn, N. Y., equipment which gives them a different window-lighting effect for every night in the year. Sixteen circuits in the window (twelve overhead and four at the floor) are wired to a distribution panel and terminated in flexible cords. Nine flasher circuits are wired separately from the motor flasher in the basement and connected to electric-iron terminal pins in the distribution panel. A modern electric sign is connected to this same distribution panel in the same way. One of the lighting-fixture display circuits is also brought to this panel so that the window and sign may be snuffed out and one or

more particularly pleasing fixtures be made to flare up against the background of an exceptional wall decoration. Two-hundred-watt Pittsburgh spot lights with ball and socket joints, deliver light at any angle to any desired spot. The color light attachments are so easily and quickly adjusted that each unit has a capacity of delivering four different color effects at any angle included in a hemisphere.

Perhaps some reader with a mathematical bug will figure out the combinations: Five (one white and four colors) times all the angles in a hemisphere for each of sixteen spot lights available in sixteen locations. Times all the combinations available with the nine interconnecting flasher circuits. Times the available changes of segments and shifting of segments on the flasher.

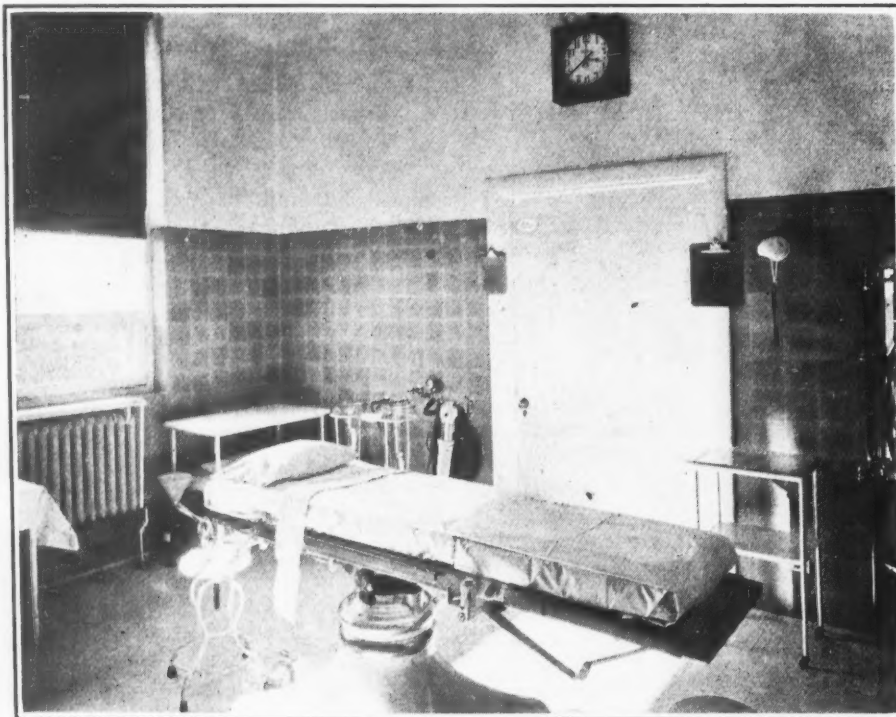
This window lighting equipment is efficiently regulated by a 20-amp., 3-pole Hartford time switch.

## Spaces for Painted-Sign Messages

Another rather novel feature of this window furnishes a space for two changeable signs in the base under the main window. Two boxes open in the back and covered in front by small panes of plate glass afford opportunity for two things. Transparent signs are slipped in on the back of these plates and their message driven home to the public day and night. By day, they are persistent reminders of something useful to the passerby while at night the many flasher combinations bore this message through the indifference of Mr. and Mrs. Buyer, who wrapped up in their own pressing affairs and besieged by the distractions of a metropolitan city might otherwise fail to realize that, here right at their very elbow is something which is either necessary, useful or convenient and also within their financial means. These boxes at the same time furnish a space for the use of two or four spot lights, which play on the window display.

The floor of the window is only fourteen inches deep and is designed to feature the large appliances in a space between this and the show cases. Six small plate glass shelves, three on each side, permit the showing of six small appliances each in its own individual setting. The single window projects about ten inches beyond the building wall and

## Taking Pulses by Electric Time in Hartford Hospital



Hospital physicians and nurses at Hartford, Conn., have recently begun to use synchronous electric clocks equipped with sweep-second hands for the timing of pulse beats in place of watches. Geo. H. Allen, of the Hartford Electric Light Company and the Warren Clock Company, Ashland, Mass., began some time ago to investigate the possibilities of using a motor-driven

clock in this service, and behold the results. It is no longer necessary for the nurse or the doctor in ward or operating room to "park a ticker" in one hand while feeling the patient's pulse with the other, as the Warren clock with sweep-second hand can be seen from many feet distant, central station service furnishing the necessary energy.



# Window Lighting—Who Does This Contracting and Maintenance Work in Your Town?

one large plate glass extending from the floor to ceiling, without a mullion bar, is flanked by two narrow plates at each end. This arrangement, while by some considered out of date, makes a window display of the whole store, and is particularly satisfactory to the firms who for years have insisted that a closed show window is not an aid to merchandising electrical appliances.

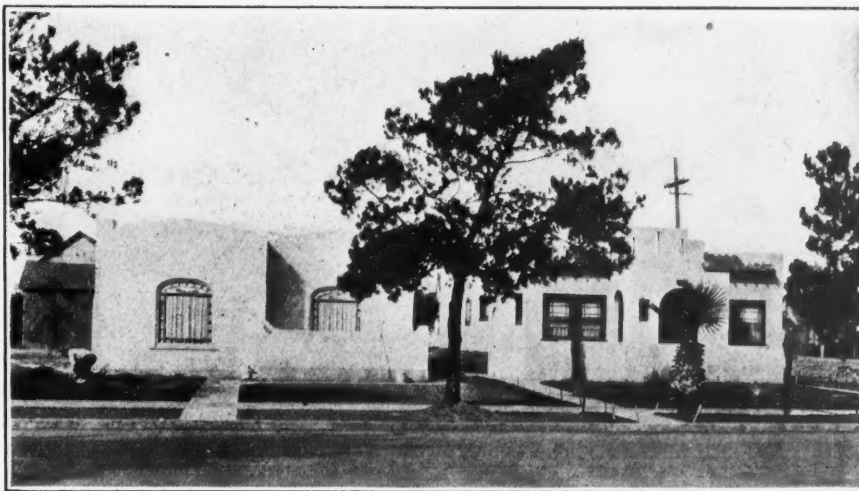
Mr. Carr also believes that his company's form of organization supplies a concrete answer to a knotty question, which has been perplexing the small electrical contractor. The Carr business has been departmentalized. Mr. Carr personally is directly in charge of the wiring, contracting, fixture and repair work. His son, Donald Carr, handles the large appliance business, while Mrs. Carr prevents any possible neglect of the small appliances and lamp business. This segregation of the overhead and profits of the three departments affords a friendly family rivalry, keeps all on their mettle, and assures the public of a complete electrical service with the advantage of individual supervision and responsibility.

## "Electrical Homes Only" Built by This Contractor

In San Diego, Calif., there lives a contractor-builder by the name of Oscar Dorman who, without solicitation by the electrical interests of the community, quite as a matter of course, is building one electrical home after another. In fact, he builds nothing else, none of the houses which Mr. Dorman has erected having even so much as a chimney.

The houses are of the small residence type and are most of them located in Coronado. So completely are they electrified, that no provision is made for either gas connections or for other fuel. They are wired for electric ranges and are provided with electric air heaters and with electric water heaters. The lighting of the various rooms is carefully considered and of a high standard. Convenience outlets are provided throughout, thus making for convenience in housekeeping in this city, which combined both millionaires' residences and modest homes.

It is stated that the bungalows



So great has been the demand for the small home equipped with modern electrical conveniences that Mr. Dorman of Coronado,

California, builds nothing else. Here are two of his electrical bungalows. The homes are sold before completion.

built by Mr. Dorman are usually sold before they are completed and that the demand shows no abatement.

## How Contractor Advertises Thru Other Merchant's Windows

It is common knowledge that sales frequently result from attractive show window displays, but many electrical dealers have stores in which the show window space is limited or, because of location on a

side street, is not seen by many passers-by. *Beardslee Talks* tells of a contractor-dealer who, not having a well-located show window of his own, has nevertheless found it possible to display lighting fixtures in some of the best located stores in town, without expense and with very little trouble to himself. His plan is to visit the furniture dealers, clothing stores and other retail establishments that have good show windows and offer to furnish without charge appropriate lighting equipment for any window display. Thus, if a furniture store plans a window fitted up as a dining room, the electrical dealer hangs an attractive chandelier over the table and a couple of brackets on the side walls. This gives a more realistic appearance to the display than is possible if only the usual window lights are relied on for illumination.

In exchange for this service the dealer is permitted to place a card in the window reading:

Lighting Equipment  
furnished by  
The Electric Shop  
200 Sycamore St.  
Phone: Main 600

## Questions on the Code Answered by a Wiring Authority

"Answers to Questions Contractors Ask Me About the National Electrical Code," a wiring department conducted by Victor H. Tousley, chief inspector of the Electrical Department of the City of Chicago, and member of the Electrical Code Committee, is continued on page 5055 of this issue.

If there are any questions on Code or construction rulings that have been puzzling you, write to:

Editors Electrical Merchandising, Tenth Avenue at Thirty-sixth Street, New York City.

Incidentally, our correspondent tells us, he makes friends among the merchants who avail themselves of his offer to loan lighting equipment for show window displays and is naturally called in when new lighting equipment is needed by the proprietor.



Stanley Lutz reads the building permit records every morning, marking names which are later followed up with direct-mail advertising.



## Making a Success of an Upstairs Fixture Store

By Newspaper and Direct-by-Mail Advertising and Premiums, Stanley Lutz of Portland, Ore., Offsets Handicap of Second-Floor Location and Builds Up \$100,000 Business

**T**HE buying public does not look in through show windows at the array of electrical merchandise offered for sale by Stanley Lutz of Portland, Ore.

Instead it visualizes his goods with the help of illustrated circulars and newspaper advertising.

When Mr. Lutz began business three years ago he didn't exactly "live in the woods." His shop is a small corridor on the second floor of a downtown office building. Twice he has been obliged to leave behind the outgrown shell of cramped quarters and now is occupying a brand new location, embracing a show room 40 x 50 ft., a stock room, and a metal finishing department.

### Success Attained Within Three Years

If this does not speak eloquently of Lutz's success as a merchant, attained in less than three years' time—two years and a half to be exact—let his "cash money" sales talk. Every month he banks receipts averaging from \$10,000 to \$12,000.

Nobody can argue this merchant into a show window, ground floor lo-

cation. He is still doing business upstairs, and whereas he conducted unassisted at the start, he now has fifteen assistants.

Mr. Lutz maintains that in most cases a show window does not sell electrical goods. First, because electrical goods are hard to display to advantage. Second, because sight of them does not induce purchase. Lighting fixtures, he maintains, are effectively displayed in a show window only at night when they can be illuminated, and night time is not selling time.

Therefore, he dismissed the show window from his plans and supplanted it with the mediums mentioned. He believes in these mediums just as ardently as he disbelieves in window salesmanship, asserting that they either induce a buying mood in the customer or reach him at a time when he is already interested.

"Nearly always," Lutz says, "the purchase of electrical equipment is a family matter. It is a subject discussed over the evening table. If my circulars are in the hands of the prospect at that time, I stand to make a sale. For the same reason—

namely, that the customer is most readily interested during his leisure moments—I do my newspaper advertising in the week-end or Sunday editions."

### Prospects' Names from Building Permits and Directory

To get his circulars into the buyers' hands, this merchant distributes them by mail, getting his names from the lists of building permits and by careful selection from the city directory.

"Cost and appearance of lighting fixtures are the two factors which influence the customer most," he said. "So I emphasize these both in my newspaper advertising and in my circulars. Then I carry out the same scheme in my store. Everything is tagged with the price, and every article is arranged as was intended for it. Ceiling fixtures are fastened to the ceiling and wall fixtures project from the walls. Lamps are placed on tables."

This plan of advertising and arrangement was evolved by Mr. Lutz at the time he began business. He could not afford a large advertising



budget and he was naturally anxious to make every penny expended effective. He decided that by limiting his advertising to illustrations for the most part, or occasional terse descriptions of the goods accompanied by the prices, he could get more advertising into less space and also tell the man interested in electrical equipment exactly what he wanted to know.

### Spends \$5,000 Yearly on Newspaper Advertising

Since he began business he has spent \$15,000 in newspaper advertising. Every week he places a display ad in the real estate sections of the Sunday editions, usually a quarter page. These advertisements often contain illustrations of all fixtures needed for the average five-room house and price quotations.

Mr. Lutz's public dearly loves a sale, so it gets them frequently. There is "Lightup Week," "Half-Price Week," "Ten Days' Money Raising Sale," etc.

"I have had to adopt special sales in sheer self defense," said Mr. Lutz. "People come into my store and continually ask 'Is this on sale?' or 'Have you a reduced price on this?' I want them to understand that everything I offer is on sale and that my prices are reduced because of my upstairs location and lower overhead expense."

There is something strikingly intimate and personal in the tone of Mr. Lutz's advertising. In each ad the store "talks" out of the printed page. "Before you forget," reads an advertisement, "check up every socket in your house or store that needs a lamp. Then add a few extras for emergency and call Main 3001. The lamps will be delivered to you and each lamp tested in your presence—delivery free. If our telephone is too busy, drop us a postcard—that will do just as well." Every advertisement carries the reassuring line "Plenty of room to park."

When Mr. Lutz first opened his shop he used only classified ads. He found these an effective medium for getting results. In fact he still uses this method of getting attention.

Twenty-five thousand circulars are distributed by the store annually. The argument for the circular, as opposed to sales letters, is that it requires only one-cent postage instead of two-cent.

As an attention arrester, the front of the sheet announces the coming

*Here are the things that put this upstairs fixture dealer on the "ground floor" in volume of sales:*

**Quarter-page illustrated ads in the real estate section of the Sunday papers**

**Price tags on each article enabling customers to inspect goods at their leisure**

**A floor-lamp premium with every \$25 purchase**

**Girls as salespeople. Lutz says "Customers like them better,—they're more attentive and more agreeable."**

sale and features some particular merchandise. The back of the sheet is given over to illustrations and prices.

Single sheets that will fold into a No. 10 envelope are used because they are much cheaper than books or pamphlets. Mr. Lutz argues that besides being more economical, they get more attention from the customer, because they can be turned over in the hand and are easy to read.

Illustrative of the circulars distributed is the one sent out shortly after he moved into his new location. Its front side bears a large cut of the interior of his display room. The copy below the cut says: "This is an actual photograph of a corner of my new salesroom—factory and finish-

ishing work on the premises. My showing is unquestionably the largest and most varied. As hundreds of people have said, 'You can certainly get what you want from Stanley Lutz'."

"How is your room lighted?" the reverse side of the sheet asks the reader in bold-faced type. "With this modern, inexpensive type of fixture (illustration) or with this inefficient, unsightly, obsolete type of fixture (illustration)?" Still continuing in the same conversational tone, the advertisement suggests, "Regardless of the amount you spend in decorating your room with new kalsomine, portieres, drapes, furniture, etc., you still have only a partially furnished room, if you still retain an old, inefficient, obsolete lighting fixture."

Most noticeable to the visitor is the arrangement of the Lutz store. "Junkiness" is avoided. Good use is made of floor, walls and ceiling for display purposes. Long, broad, neat tables hold all table fixtures before the customer's eye.

Customers are not "dogged" about the store by clerks but are free to inspect goods at their leisure. "Price tags on each article," says Mr. Lutz, "save the clerks many steps and a lot of breath. They are more convenient for the customer. Each article on display in my store, I feel, should attract the customer's attention and answer his questions itself. I know the customer likes this plan and goodness knows we all

 New 4-Light Ceiling Fixture to meet any desired plan. (Complete with bulbs), for \$7.35.

**When You Plan**  
your home think well before selecting lighting fixtures. There is nothing that requires more care and faith.

**Our New Modern Store**  
with factory in the rear now enables us to make special for you "just the fixture needed." This service is in addition to the display of one of the largest and most up-to-the-minute electrical lighting fixture stocks awaiting your selection. If you want

**Newer Designs  
Lower Prices!**

Call at My New Upstairs  
Factory Location  
**THIRD and MADISON**  
New Location of  
**STANLEY LUTZ**  
Main 3001

 This is a special offer during this 30-day sale — I am giving, absolutely free, this beautiful Floor Lamp, complete with all shades, at your own selection, with each order of \$25.00 or more. (New lower price \$13.35)

Two examples of the Lutz advertisements. The one above—a newspaper ad—features price, whereas the one at right—a mail order circular—tells about the floor lamp premium given with each \$75 purchase.

**How Is Your Living Room Lighted?**

WITH THIS Modern, Inexpensive Type of Fixture OR With This Inefficient, Up-dated, Obsolete Type of Fixture

Regardless of the amount you may spend in decorating your room with new kalsomine, portieres, drapes, furniture, etc., you still have only a partially furnished room, if you still retain an old, inefficient, obsolete lighting fixture. (The above illustration definitely illustrates this.)

 NO. 181-J-5  
Latest type of Chandelier, using the new ball lamps. Fixtures of this class in from one to six lights in various finishes, can be had for as little as \$5.88, up.

**FREE!**

 NO. 58-C  
Diningroom Fixtures, showing the new flame-shape lamps — This is the very latest type of candle lamps, and is immensely popular. Price of this fixture is \$13.50 each — in most any desired finish. Lamps for the fixture, as illustrated, at 75c each.





Though the Lutz store is upstairs, ample daylight and wide window openings provide a flood of light within the store, as well as an opportunity for a brilliant illumination at night to be seen for several blocks away.

like it. It keeps the sales force good-natured and it makes the customer feel at home. When you get the customer to feeling at home in your store, watch the sales grow."

#### Encourages Cash Sales

Cash sales are dominant in this dealer's business. To encourage cash payments and to increase volume of sales, he gives away a floor lamp with every \$75 cash purchase. This amount may include wiring costs, fixtures, washing machines, vacuum cleaners, or anything sold. Mr. Lutz instituted this custom of giving floor lamps as a premium the first of July. During July and August he gave away 100 lamps.

As a sales booster he believes the floor-lamp premium plan beats cash discounts. He chose the floor lamp for his premium because of the popularity it has been enjoying. It is his observation that cash discounts are bad sales psychology as far as his trade is concerned, but that premiums are striven for and appreciatively accepted.

As a sideline he is now installing a stock of builders' hardware to accommodate his contractors' trade and to nudge hardware dealer competitors who have been dipping into the fixture business.

He does not carry a cumbersome

stock. He says that a large stock means more taxes to pay and more stuff to go out of style. He aims to keep a large enough stock to give his customers a good variety to choose from and to permit filling orders without delay. Every item in stock is carefully chosen and he is particular to have well-chosen fixtures of many types rather than a large supply of a few types.

"The smaller you can keep your stock in proportion to your sales, the greater will be your profit," he said. "Experience alone taught me to what extent I can hold my stock down and still hold and increase my trade. I am sure my annual saving in this respect alone would mean quite an item if I could definitely figure it."

"I have found that it does not pay me to carry a big line of electrical goods, such as toasters, irons, curling irons, percolators, and the like during the year, so I don't keep a great deal of money tied up in them. My biggest sales of these articles are for the holiday trade. In conclusion, the story of this man's electrical business, which has grown from an investment of less than \$1,000 to an investment of \$8,000 in this short period of time, is not all told until his salespeople are mentioned. They are girls. Why? Because girls, Mr. Lutz, believes are better liked by his customers, are more attentive and more agreeable. They are more "at home" with the goods than men can be; demonstrate them better, and know the "talking points" that will make a sale. They are not cheaper help in this case, because they are paid the same salary.

In this experience of Mr. Lutz, the sales girl is again recognized as equal to if not better than the man clerk. It further emphasizes the step forward that girls and women are taking in retailing as well as in other lines of business.

### Stimulating Salesman by Points and Commissions

Selling contests by which salesmen are rewarded on the basis of the amount of goods sold, with a prize for the one securing best results, are most effective in stimulating interest within the organization. These are simple enough where only one article is featured in the sale and where the territory covered is similar in density of population and sales opportunity offered. This is not always the case, however, and the sales manager is then confronted with the problem of how much to allow for each different appliance and upon what basis to equalize the relative effort put into selling in rural and urban districts.

#### Point System Solves Difficulty

The Washington Water Power Company of Spokane, Wash., has recently solved this difficulty by the institution of a point system, combined with weighted quotas, depending upon the territory covered. Three types of washing machines were included in the sales campaign in question and these were given a rating in points. The quotas were then fixed for each salesman in points, the bogie set depending upon the size and character of the individual territory covered. In addition to regular commissions on the machines sold, the power company agreed to give a bonus of \$20 to each salesman who reached the quota assigned to him, with an additional 5 cents per point for each point secured above the quota. Fifty cents was also set aside by the company for each machine sold and this sum was placed in a pool which was divided each week among the three salesmen making the highest percentage of their quota during that week. The two manufacturers whose machines were involved also offered prizes to the salesman overselling his quota by the highest percentage, as well as a second prize to the next man in the race.

The success of the system was rec- in the amount of sales, which amounted to \$55,000 on 407 machines sold, more than double the number reached in a similar campaign which was held the previous year. Another interesting feature was the preponderance of expensive machines sold. More points were allowed for this type, of course, and this fact tended to make the salesmen concentrate their efforts on the better class of equipment.



# How a Department Store Plans Its Electrical Buying

Records for Six-Month Periods in Electrical Department Show "Planned Sales," Purchases, "Mark-Up" and "Mark-Downs," Inventories, and Stock Turnover

By J. W. WINGATE

**A**LTHOUGH the importance of stock-turnover in relation to profits has been generally realized, few merchants have as yet made a definite effort to obtain the stock-turnover desired. Such turnover has been largely a resultant figure, derived after the year's business has been completed. The store with the high turnover has been found to make larger profits generally than the store with low turnover, but little has been done to plan the turnover from month to month so that the turnover desirable may actually be realized.

If turnover is to be controlled, the factors determining it must be understood. *Turnover is the ratio between sales and average stock.* It is the retail sales divided by the average stock at retail for the same period; or the cost of the sales divided by the average stock at cost. Turnover, then, can be increased only by increasing sales, decreasing stocks, or a combination of the two. In planning turnover, therefore, the probable sales must be budgeted for each month and also the corresponding stocks that will give the desired turn.

## Computing Stock Necessary at Desired Rate of Turnover

For instance, if the probable or planned sales for January are \$8,000 and the turnover desired for the month is  $\frac{1}{3}$ , the stock for the month must be 3 times the sales or \$24,000. On the basis of these sale and stock figures it is possible to compute the purchases that should be made each month in order to keep the stocks at the planned levels.

Leading department stores are making for each department such budgets of sales, stocks and purchases for a period six months in

advance. Rather than merely hoping for better turnover, these stores get very nearly the turnover they plan by controlling the amount the buyer may be allowed to spend each month. This purchase allowance is so fixed as to give the planned stock level on the first of each month. This stock figure, in turn, is set at the point that will allow the planned turnover.

## Merchandise Plan for Six Months Made in Advance

In applying the principle of merchandise control to a store specializing in electrical goods, the merchant must break up his store into departments. The electrical store may do a wholesale and retail business. The retail business will probably consist of wiring and the sale of appliances. Obviously, a system of merchandise control is applicable only in the retail appliance section. If an electrical store is to introduce

the system, then, separate records of sales, purchases, inventories, and preferably mark-downs should be kept for the appliance section.

Although department stores, having systems of merchandise control, take the individual department as a unit and generally regard electrical goods as only a sub-division of house-furnishings, a leading metropolitan store has kept monthly records in the electrical goods section, of purchases and mark-downs and has derived sale, mark-up, and turnover figures for six month periods. On the basis of these figures, it is possible to illustrate here with figures the merchandise plan that is applicable to electrical goods.

## Four Factors to Consider in Planning Sales

The plan for the six-month spring season, January through June, will probably be made out during the preceeding December. In planning sales, four sets of factors must be considered; the sales of previous years, the outlook for the next six months in the electrical goods business, the physical conditions in the department, and the merchandising methods. The sales each month for the previous year, and if available for three or four years back, should be compiled. Ordinarily, an increase over the previous year's season will be planned for the coming season. Some stores plan a 10 per cent increase, but such a fixed percentage is not a safe guide.

The other three factors mentioned above should also be considered. If there is every reason to believe that business is going to improve, a substantial increase may be planned, but if prices are falling and reliable forecasts warn of bad times to come, it may be wise to plan a decrease in sales. Again, if the appliance department has been enlarged, if new lines have been added, or the layout

## Lessons the Electrical Trade Can Learn from the Department Store

Merchandising as conducted by the department store is a science. Buying, stock control, and handling systems have probably reached their highest point of development in that field. By these business records, guessing has been substituted with facts. Past experiences with estimates on the future and every-day development serve to place this business on a sound staple footing, and as a model, in principle at least, for many retailers in their store management.

\*Monthly turnover is figured in fractions. Thus a yearly turnover of 4 times, is at the monthly rate of  $4 \div 12 = \frac{1}{3}$ .

and display made more attractive, there is reason to believe that there will be an increase in volume. Finally, if a stock control system has been established, an aggressive advertising campaign planned, or a greater effort made to find new resources and more advantageous buys, these merchandising factors will have a direct bearing on the probable sales for the next six months.

#### Intelligent Planning of Sales

"Planned sales," therefore, should be more than a guess. Determined on the basis of all available information, they should forecast the actual sales with a high degree of accuracy. It is true, however, that if past sales records are not available, the planned figure is likely to be inaccurate. After the system has been in operation a year or two, the accumulation of past experience should make it possible to plan intelligently.

On the basis of the above considerations, the following sales may be planned for the spring season. Since March and April are found to be the busiest months in the department store cited, the largest sales will be allotted them.

Planned sales: *Jan.*, \$2,800; *Feb.*, \$3,600; *March*, \$5,100; *April*, \$4,200; *May*, \$3,400; *June*, \$3,000; *Total*, \$22,100.

The next factor to plan is the turnover. This will be based upon past experience and the performance in other electrical stores. A slightly larger turnover than that of the previous year should ordinarily be planned. In the department store referred to above, the turnover for six months in electrical goods was approximately two times. This is at the rate of four times a year. If a turnover of two is to be planned, it must be distributed over the six

months. On an average the turnover each month should be  $\frac{1}{2}$  of 2 or  $33\frac{1}{3}\%$ . But in January and February purchases are particularly large in anticipation of the sales volume in March and April. Accordingly, the turnover in the first months of the spring season should probably be a little lower than the average. Merchandise is being bought faster than it is being sold. On the other hand, during the last months of the season, the turnover should be slightly higher than the average because few purchases are being made. It is true that sales are falling off also, but the stocks should probably be decreased even more rapidly. The turnover, then, may be distributed as follows: *Jan.*, .32; *Feb.*, .32; *March*, .33; *April*, .33; *May*, .34; *June*, .36; *Total* 2.0.

#### Planned Stocks Key to Desired Turnover

The stock figures for each month are derived by dividing the planned sales by the planned turnover. Thus, \$2,800, the planned sales for January, divided by 0.32 equals \$8,750; and \$3,600 divided by 0.32 equals \$11,250. Theoretically, these figures indicate the average stocks for the months of January and February respectively. In figuring turnover for the year, however, only the stocks on hand at the first of each month are commonly averaged. The derived stock figures, then, may be regarded as the stock desired on the first of each month. So \$8,750 is the planned stock for the first of January and \$11,250 is the planned stock for the first of February.

Since the stock figures are regarded as the first of the month stocks, it is evident that this fact must be considered in distributing the turnover over the months. After the average monthly turnover has

been determined (in this case  $\frac{1}{2}$ ), this question must be asked: "Should the stock on hand at the first of January, February, etc., be less or more than the average in relation to the sales for the month?" In this case it has been assumed that the stock should be slightly more than the average in relation to sales on the first of January and February, that is the turnover should then be less than the average.

After the first of the month stocks have been derived by applying the turnover for that month, the six-month plan will appear as follows:

	Planned Sales	Turnover	Planned 1st of Month Stocks Expressed in Round Numbers
Jan./	\$2,800	0.32	\$8,750
Feb.	3,600	0.32	11,250
March	5,100	0.33	15,450
April...	4,200	0.33	12,730
May...	3,400	0.34	10,000
June...	3,000	0.36	8,330
Total	\$22,100	2 times	av. \$11,085

The next figure to plan is the purchases at retail prices that will allow the volume of planned sales each month and that will keep the stocks at the desired levels. These planned retail purchases will equal the sales plus the increase in stock from the first of one month to the first of the next; or the sales minus the decrease in stock. In January, sales of \$2,800 are planned, but it is also planned to increase the stock during the month from \$8,750 to \$11,250, an increase of \$2,500. The retail purchases for January, then, must be \$2,800 (the sales) plus \$2,500 (the increase in stock) or \$5,300. For March they will be \$5,100 (the sales) minus \$2,720 (the decrease in stock from March 1 to April 1) or \$2,380.

The planned retail purchases for the other months are derived in like manner, except that in the case of June it is necessary either to plan the stocks for the first of July or to decide upon a turnover figure for the end of June in addition to first of the month figure. If a stock of \$7,000 is planned for July 1, the planned purchases at retail for June will be \$3,000 (the sales) minus \$1,330 (the decrease in stock) or \$1,670.

#### Initial Mark-Up 36 per Cent

These purchase figures may be reduced to cost by applying the planned initial mark-up percentage. This is the difference, expressed as a percentage of retail, between the opening cost inventory, plus cost purchases, plus transportation charges, and the retail opening inventory plus

### A Method of Figuring Inventory at Cost



To find the actual cost of stock on hand subtract the amount represented as your margin from the retail value of the inventory.



retail purchases. The actual initial mark-up for electrical goods in the department store referred to was 36 per cent of retail. The cost, then, is 100 per cent minus 36 per cent or 64 per cent of retail. If this is to be the planned mark-up, the retail purchase figure for January may be reduced to cost by multiplying by 64 per cent. The planned purchases at cost for January, then, are \$3,392. The other cost purchase figures are similarly computed.

The plan now appears as follows:

	Jan.	Feb.	March	April	May	June	Total
Planned sales	\$2,800	\$3,600	\$5,100	\$4,200	\$3,400	\$3,000	\$22,100
Turnover	.32	.32	.33	.33	.34	.36	2 times
Planned 1st of month stocks	\$8,750	\$11,250	\$15,450	\$12,730	\$10,000	\$8,330	ac. \$11,085
Planned retail purchases	5,300	7,800	2,380	1,470	1,730	1,670	20,350
Planned cost purchases	3,392	4,994	1,523	941	1,107	1,069	13,206
Planned mark-up	.36	.36	.36	.36	.36	.36	

After the merchandise plan has been made, the problem is to follow it. This can be accomplished by determining the actual stocks on hand at the first of each month and by adjusting the purchase limits so as to get back to the planned stock. It is not actually necessary to take a physical inventory every month. Rather, the stocks may be determined by adding the retail purchases to the retail inventory at the beginning and subtracting the sales and the mark-downs. Suppose the physical inventory on December 31 was \$8,750, the figure planned. If the actual purchases at retail during the month of January are \$5,500, the actual sales \$2,700, and the mark-downs taken during January \$150, the stock on hand on February 1 is computed as follows:

Inventory Jan. 1	\$8,750
Retail purchases	5,500
Total	14,250
Sales	2,700
Mark-downs	150
Total deductions	2,850
Stock on hand Feb. 1	\$11,400

#### Finding the "Open-to-Buy"

The planned stock for February 1, however, was \$11,250. There is an overstock of \$150. In order to get back to the plan by March 1, then, the planned purchase limit of \$7,800 must be decreased by the amount of the overstock. The adjusted planned purchase limit for February, then, is \$7,650. Multiplying by 64 per cent, this may be reduced to a cost of \$4,896. On February 1, if there are outstanding orders for immediate (February) delivery of \$3,000, the "open-to-buy," the amount that can be ordered for delivery during the period, is \$4,896 (the adjusted purchase limit) minus \$3,000 (the commitments to date, or \$1,896. This is the amount that may still be ordered

for February delivery in order to adhere to the plan.

If the open-to-buy is to be found during the month, purchases and mark-downs to date must also be considered. Suppose that the open-to-buy for February is to be computed on the fifteenth of that month. The adjusted purchase limit, as computed on the first, \$7,650 at retail. The actual mark-downs taken February 1 to 15 may be \$75, the actual purchases at cost from February 1 to 15 \$2,500, and the outstand-

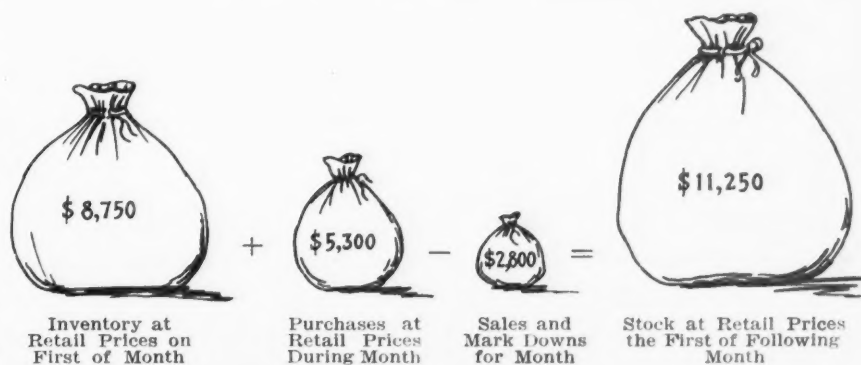
Should it appear on February 15 that the sales for the month were going to run well ahead of the plan or fall behind, the probable amount of excess can be added to the retail purchase limit along with the mark-downs; or the probable decrease can be subtracted from the limit. However, if the actual sales approximate the plan, adjustment during the month on account of sales variation is hardly necessary. During the month, then, the mark-downs, purchases to date, and outstanding orders are all that need affect the plan.

A further illustration may help make clear the figuring of the open-to-buy. Suppose on May 20, the open-to-buy for the balance of May is to be computed. The actual stock, May 1, is \$9,500, the mark-downs May 1 to 20, \$100, the purchases at cost, May 1 to 20, \$1,000, and the outstanding orders, on May 20, \$300.

Planned stock May 1	\$10,000
Actual stock May 1	9,500
Understocked	\$500
Planned purchases for May	1,730
Adjusted purchase limit for May	\$2,230
Mark-downs May 1 to 20 (Variations in sales from plan may be here included)	100
Limit adjusted to May 20	\$2,330
Limit reduced to cost (2,330x64 per cent)	1,491
Purchases May 1 to 20	\$1,000
Outstanding orders May 20	300
Total commitments	1,300
Open-to-buy on May 20 for balance of May	\$191

By the use of such a system, the retailer of electrical appliances should be able to realize a better turnover than he has in the past. The merchandise plan gives him a guide that will lead him to the turnover figures that will give him a maximum of profits.

#### How to Find the Value of Your Stock at "Retail" Without Taking Physical Inventory



Based on the "Retail Method" (which considers merchandise in terms of retail value in making computations)—the inventory at retail prices, taken the first of the month plus the pur-

chases made during the month computed on retail prices, minus sales and mark-downs, equals the stock at retail prices the first of the following month.

# Why the Electrical Store Should Carry Radio

If the Electrical Dealer Will Sell Aggressively, Advertise Sufficiently, and Meet Fully His Customers' Needs, He Will Get a Big Share of This Attractive Business

THE question as to whether radio is a good line for an electrical dealer to handle has been settled by most dealers in favor of radio, which is now to be found as part of the stock of nearly every electrical store throughout the country.

There still remains to be settled, however, whether the selling of radio is to be left largely in the electrical man's hands—or whether the music house, the department store, and the specialty shop will take the business away from the electrical dealer in the end. The answer will depend upon the intelligent methods of merchandising adopted by these several competing interests. But if the electrical dealer will do his buying intelligently, arrange his stock well, employ a high type of salesman, and advertise adequately, a big and profitable share of the business can be his if he wishes.

## Newbery Corporation Is General Electrical Store First

Among the stores handling radio equipment in Los Angeles, the Newbery Electric Corporation stands out as being perhaps the most important retail outlet in the field. It is a general electrical store carrying appliances and home conveniences of all kinds, with radio one of its most important lines. G. E. Arbogast is the proprietor and A. E. Scheffrman is the specialist in charge of the radio department.

The Newbery store is primarily an electrical shop and in consequence, its radio department is well to the rear. In planning the layout, thought was given both to the necessity of placing the counters conveniently to the trade and also of presenting an attractive appearance to the public from the outside. The counter nearest the entrance is devoted to nickel ware, which gives an air to the store and emphasizes the

fact that Newbery's is an electric shop selling radio, rather than a radio establishment, with a few appliances as a sideline.

## One Window Displays Radio

On the other hand, one of the front windows is always devoted to a radio display, so that the radio idea is kept continuously before the public. This window is changed often, with effects varied so that it is always of interest to the passer-by. In this connection the especial timeliness of radio is emphasized. Whenever a particularly attractive or spectacular program is available, this is announced as a store feature. With championship fight returns to announce, a large crowd can be attracted to the store, many of whom will be impressed with the facilities of radio in keeping up with current events. This is also true of speeches broadcasted by nationally-known figures, events of local importance, and election returns. Many people go to the theater on election night only for the purpose of hearing the returns. The electrical dealer should not overlook the opportunity of emphasizing this feature among the benefits to be derived from the possession of a radio set.

*Mr. Arbogast, who finds radio a profitable line for an electric shop recommends—*

**Selecting quality lines  
Exclusive agencies for  
dealers.**

**Putting radio department  
in charge of manager**

**Employing "bug" to sell  
parts**

**Appropriating 1.3 per cent  
of sales, for advertising**

**Avoiding carrying radio  
stock over into next season.**

The Newbery Electric Corporation carries both radio sets and parts, but it distinguishes carefully between the two types of business. The decision as to whether or not he will carry parts, according to Mr. Scheffrman, must remain with the individual dealer. The radio business should correspond in type to the other business handled by the store. If the dealer lives in a district where he must cater to a cheaper trade, he may carry radio parts—if his usual customers are of a more prosperous class, he will find that there is less call for this type of material. In any case, however, the handling of radio parts must be done with extreme caution. This is material which goes out of date very rapidly and the dealer cannot afford to be caught with out-of-date stock on his hands. The chief object is the attainment of a rapid turnover which is obtained by the carrying of a minimum of stock, plus a dependable source of supply near at hand where emergency demands may be met. In any case the dealer should "feel his way" until he has learned what his market will absorb—and even then should buy with caution because of the danger of parts becoming obsolete over night. For this is a type of goods which upsets many of the theories of merchandising. It may even be necessary to cut prices occasionally, counsels Mr. Scheffrman, in order to meet the type of competition still existing in this field as well as to keep the shelves clear.

## Qualifications of Radio Man

The salesman who is given charge of the "parts" department must be a specialist. First of all, he must understand the principles of selling; and secondly, he must understand radio. The customers who come to him for advice are themselves amateurs in this field and generally have considerable knowledge of the technical side of it. They will ap-



preciate finding a congenial spirit who thoroughly enjoys the game itself, who reads the latest magazines and knows all the newest ideas on the market. Such a man can show new equipment to a customer and oftentimes raise the amount of his original purchase. He will also not fail to ask the customer to drop in and report how the new equipment works. The man who will make a success of the selling of radio parts will be a high type of salesman—but he will prove least expensive to the dealer in the long run.

The handling of radio sets, as carried out by the Newbery Electric Corporation, is quite a different line of business. Radio sets appeal to a less specialized group and are sold along more general lines of merchandising, using methods appropriate to such articles as phonographs or other household specialties. This is a more stable field. The better group of manufacturers have acquired sufficient strength to be able to protect the market; in certain places they will grant exclusive rights to those able to care for their interests and will in turn guard them against cut-throat competition.

#### Select a Quality Line

In choosing stock for this department, it is found advisable to settle on one quality line of goods and to confine the efforts to that line. The larger manufacturers now make sets of all sizes, so that, by choosing the line with care, it is possible to meet the purse of almost every customer with a satisfactory set.

One of the reasons for not scattering one's stock among different manufacturers is because service must be given on sets sold. This is not true in case of parts—the dealer is not responsible if the particular apparatus does not operate satisfactorily when introduced into the customer's circuit, but in selling sets, he is selling complete results and he must be prepared to give such service as will give the customer satisfaction.

Furthermore, the salesman, although he should not talk technical details to the customer, must know radio thoroughly and in particular, must be familiar with every detail of the sets sold. By confining purchases to one line, the dealer can buy in better quantities and put himself in position to receive better discounts.

In connection with this choice of a line to carry, it is important, if

### Radio as a Profitable Line for the Electrical Dealer

Although the "Radio Retailing" section of "Electrical Merchandising" is mailed to you, beginning this month, to provide more complete and specific information on radio selling, there will continue to be presented in this main section of "Electrical Merchandising" discussions on management policies with respect to radio as a profitable line for the electrical merchant.

possible, to secure exclusive distribution for the territory served. This eliminates the hazards of destructive competition and makes it worth while for the dealer to advertise the line, whereas he would not feel that he could afford to push it were his advertising to go toward making sales for another who might undersell him.

Even under the most satisfactory conditions, however, Mr. Schaffra-man has made it a rule not to overstock. Radio at best is a somewhat seasonal business and it does not as a rule pay to carry stock over from one season to the next. New models are constantly being brought out and supplanting those already on the market. Here, as in other departments, the factor of turnover is the impor-

tant one to consider in reckoning the profits for the year.

It is essential in selling radio sets to have some place free from interference for demonstration purposes—and the Newbery Electric Corporation has installed an attractive demonstration room. This is a sound-proof room furnished with attractive home fittings, with a display of sets and loud speakers which is not too crowded and yet represents a wide assortment of types from which to choose. The modern cabinet set of today appeals to the housewife who is interested in the appearance of her home as well as in the results to be obtained. The sets displayed in this way make a much more pleasing effect than would the same apparatus merely spread out upon a counter.

#### Night Demonstrations Impair Store Routine

Care is taken in talking to the customer not to sell the machine on the basis of long-distance reception. In the first place, local programs, if they are of a high quality always come in in better shape than those from a distance, which are necessarily affected by more atmospheric changes and are uncertain. Furthermore, in order to get distant stations, the tuning in must be done in the evening hours, which necessitates a visit to the customer's home. Night work not only disrupts the entire schedule of the dealer's busi-



A sound-proof room is as important in the demonstration and sale of radio apparatus as in the case of phonographs. This room, as fitted up by the Newbery Electric Cor-

poration of Los Angeles, has the proper aerial and ground connections and is fitted with glass doors which keep the customer from feeling shut in.

ness, but it takes the services of a skilled salesman who will then not be available for the daylight hours.

Success is only possible when the public knows that you carry radio. In addition to radio window displays, frequent use is made of a loud speaker in the doorway, by which particularly interesting programs are made available to the public. Care is taken, however, that this is of a good tone and not too loud or jazzy in effect. Much damage has been done to the radio business, in Mr. Schafframan's opinion, by the use of too raucous loud speakers.

#### One Dollar in Every Sixty-five for Advertising

Advertising is essential, either in the local papers, on bill boards, or direct-by-mail, and the Newbery Electric Corporation counts on maintaining a ratio of about 65 to 1 in its advertising expenditure. That is, for every \$65 worth of business done over the radio counter, \$1 is expended in advertising radio.

But the radio customer himself is the best of advertisements. The owner of a radio set, more even than the owner of a car, brags about the performance of his new equipment and shows it off to all of his friends. By satisfying the customer, by giving him always the truth and by granting him every advantage which good merchandising will permit, the Newbery Electric Corporation has succeeded in building up its business until its position as a retail outlet of radio equipment is secure.

### How the Contractor Can Improve the Architect's Wiring Layout

Many details of electrical convenience, both large and small, are invariably overlooked by the architect and owner in planning the new house and its wiring. An experienced electrical man, however, can check over the blueprint plans and readily point out unsatisfactory arrangements which might not otherwise be discovered until the house was finished and actually lived in.

An example of such advisory service is the following letter, written by an electrical contractor, after study of preliminary blueprints of a dwelling intended to be the last word in electrical convenience:

In going over the plans I find that several changes could be made which would make this a more livable specification.

Starting with the basement laundry, the plan shows one ceiling outlet over the tubs, one outlet that must be used for washing machine and light source combined. If put in this way, of course, the occupant will be required to use an unshaded light on a twin socket to accommodate the washing machine and the light.

The receptacles shown are too far away for the washing machine and they are not proper for washing-machine connections, as the cord would be on the floor and operators would be hindered with the cord around their feet.

Two receptacles shown on the opposite wall are apparently for ironing facilities. There is no lighting arrangement shown to make these outlets serviceable.

In the sun porch a receptacle should be provided on the outside walls for floor or table lamps, fans, etc. The absence of such a receptacle would limit the arrangement of the furniture.

The receptacle shown in the sun porch is on the wrong side of the door, or one on each side should be provided.

The ceiling lights should be operated on three-way switches; one to be located as shown and the other near the front door of the sun porch.

In the living room the ceiling light should be operated by two three-way switches and one four-way switch. The four-way switch to be located at the sun porch entrance of the living room. This would give control of this outlet from all entrances. There is no heater circuit shown for fireplace. The conduit should at least be run through for possible future use.

The receptacle on the front of the fireplace should be placed less conspicuously on the outside walls adjacent to the fireplace.

The four brackets in the living room being purely as a decorative feature should be on one switch as they would never be used separately.

The breakfast room; the receptacle shown should be a duplex plug to facilitate the use of at least two appliances or one appliance or table lamp.

#### Alteration in Every Room

In the kitchen the light over the sink should be moved midway between the sink and range and the power outlet should be moved to the gas outlet location or vice-versa.

The pantry ceiling is shown with a switch on the kitchen side of the partition. This should be placed on the pantry side of the wall to be accessible from both entrances.

In the reception hall there is no convenience outlet available for vacuum cleaner in the hall or stairway. The two brackets shown, for hall mirror are too far apart; one being shown so as to interfere with the door.

Telephone conduit should be run to the side of the stairway with a receptacle or bracket light for telephone table, also a push button for a bell in the main bedroom for call to the telephone.

In the upper hall the ceiling light should be on three-way switches; one at the location shown for switching on the hall light, the other on the inside of the main bedroom. This would allow the occupant of the main bedroom to light the hall in case of emergency without exposing himself. Also this is necessary to properly light the way to the bathroom.

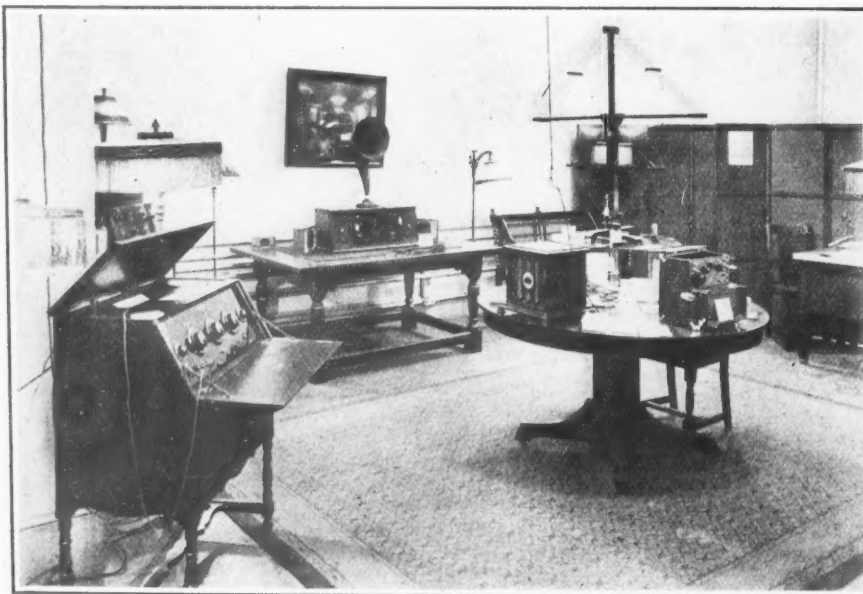
In the attic the outlet shown should have a long cord, of sufficient length to reach all parts of the attic, equipped with a handled lamp guard and be hung up near the head of the stairs.

In making these suggestions, I have gone through this house with the idea of creating an installation that will conform to the way the occupant will live in the building rather than to conform with his construction ideas.

The changes which I suggest, if incorporated with this plan, would only add an additional expenditure of \$65, and I feel that a more flexible installation would be the result.

Yours truly,  
J. W. C.

### Radio in Electric Shop of Boston Edison Company

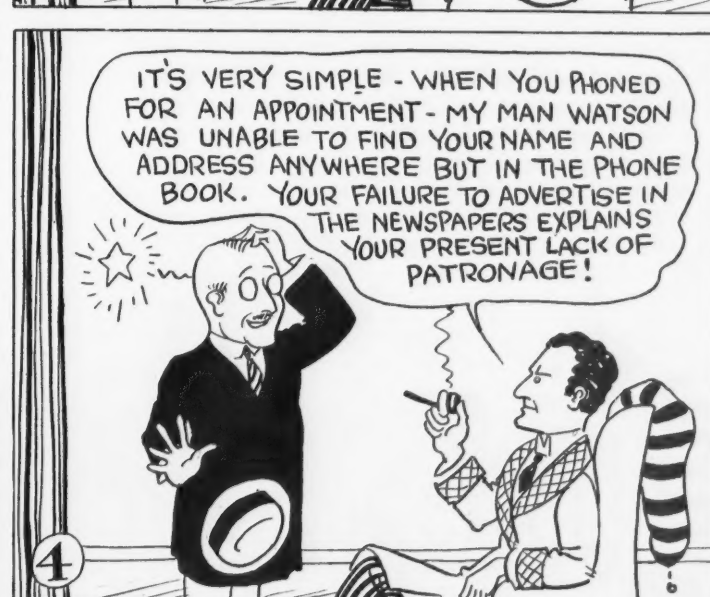
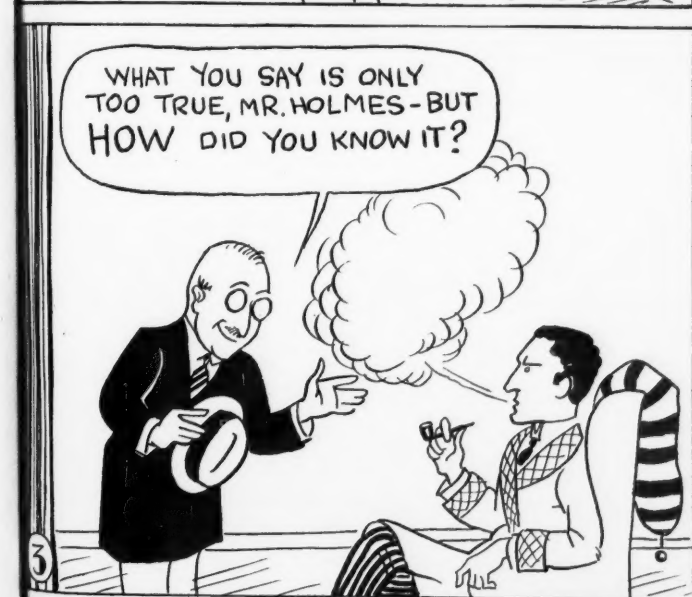
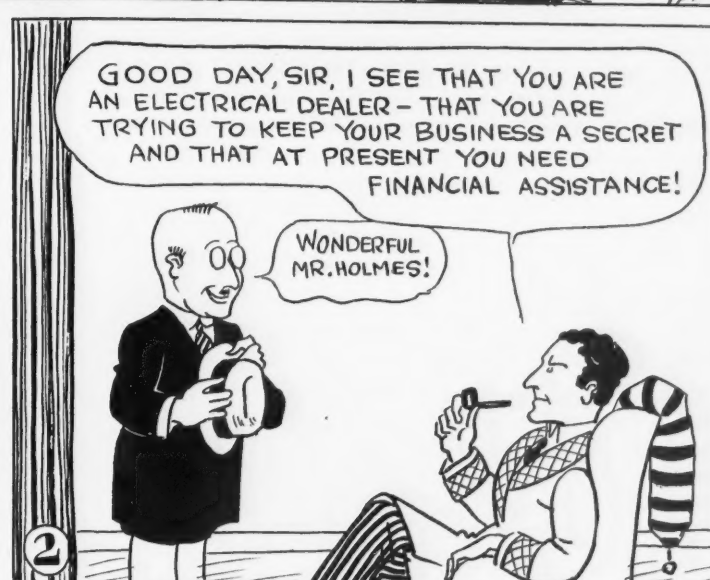


This is the radio room of the Boston Edison Company. No attempt is made to carry a great variety of equipment or accessories.

The screened corner at the right is for demonstrations. A. F. Folsom is in charge of this new radio department.



# "The Great Wilkins Mystery" — Introducing the Merchandising Adventures of SHERLOCK HOLMES



# Banner Washing Machine Sales in January and February

How the Domestic Electric Company, St. Louis, Increased Volume and Profits in Two "Dull" Months

**J**ANUARY and February are two months that appliance dealers generally regard as a "slump" period. Salesmen who have been selling with enthusiasm in November and December show a loss of pep during these two months. And even when they put in the hardest kind of work, their prospect doesn't respond. She has a relapse from the Christmas buying spirit. She is going to buy all right but not at this time—she wants to put it off.

That merchandising strategy can meet this situation and turn these usually dull months into months of banner sales was shown by a campaign put on last January and February by the Domestic Electric Company of St. Louis.

Searching for a January trade stimulant, A. M. (Tone) Allamang and H. W. (Doc) Rich, president and vice-president, respectively, of the Domestic company, found it in the portable tub.

Rich had been talking to a manufacturer of automobile fenders who had a lot of left-over small pieces of

Does the housewife stop washing in January? Then why the slump in washer sales?

By the offer of a practical and desirable premium, the Domestic Electric Company, St. Louis, made January a better washer month than December by 20 per cent.

Salesmen doubled their sales and on a reduced commission rate increased their earnings. Store sales increased to a point that offset the cost of the premium and maintained the regular percentage of profit on the total sales.

steel that he did not know how to use. With his "sixth sense" of merchandising, Rich told him how. He could make self-draining roller tubs from this waste steel which the Domestic company could use to boost

washer sales. Allamang was sold on the big idea, a good looking design was worked out, and early in January plenty of newspaper space told the people of St. Louis that during that month only the Domestic company would give free a pair of these tubs with every washer sold.

No detail of the campaign was overlooked. The sales force was drilled for the event and filled with enthusiasm for the roller tubs as a wonderful convenience for the housewife and a wonderful closing helper to the salesman.

The advertising and premium offer brought in an unusual number of telephone inquiries. These were answered by a salesman in person in about thirty minutes after the prospect had called. As some of these inquiries came from suburban communities more than that time from the Domestic company's store, the prospect was greatly impressed by the promptness of this response to her inquiry.

## Telephone Helps

The reason was that every salesman called up the office frequently, and telephone inquiries were usually ready for him to follow.

This promptness in getting to prospects helped to close sales both because the salesman could convert the customer's interest into action before she had the time to get cool, and also because such prompt attention to an inquiry gave to the prospect the impression that she would get prompt delivery and prompt service from so live a company.

The results were better than had been anticipated. Orders were taken so rapidly that factory shipments on washers did not take care of all the demand. At the end of the month there were unfilled orders for 100 washers and 150 demonstration requests to be taken care of.

A comparison with the previous



One of the attractive windows that helped to put over this January and February campaign on washers. This campaign boosted

the sales in these two "dull" months to a 20 and 35 per cent increase over December. The question is: "Why a slump?"



January showed an increase of sales of 50 per cent and still more gratifying, an increase of 20 per cent over December's large washer sales.

With records being broken in this way it would not be good merchandising to stop it. So the free offer was extended to February 29 and rotogravure space in the newspapers was taken to tell this good news to the people of St. Louis. Sales due to momentum and still unsatisfied demand were greater in February than in January by 15 per cent, and greater than February of the preceding year by 130 per cent.

At the end of February the free offer was definitely withdrawn. But the public had been sold on the idea of the roller tub and the tubs have continued to sell by themselves and as an adjunct to washer sales.

Now for the balance sheet conclusion: how did this premium offer affect profits?

These tubs cost about \$7.50 a pair, which is an expensive premium. But it was found that while volume had been greatly increased that the percentage of profit had not been decreased.

The commission to the outside salesman had been, on this free premium campaign, somewhat decreased. The salesmen were satisfied, as the campaign had doubled their sales and greatly increased their net earnings. Also the store

sales had been very greatly increased.

More people, it was found, would come in to one of the several stores which are operated under resale by the Domestic Electric Company. And more of these people who came in were closed right then by the free offer.

Due to this increase in store sales and the reduction of salesman's commission, profit percentage remained unchanged and due to the increase in volume net profits showed a highly satisfactory increase.

### Electric "Clubs," "Leagues" and Boards of Trade"— Their Differences

Local co-operation in the electrical industry has usually taken distinct form as either (1) an "electrical club" or luncheon meeting-place for good fellowship, (2) an "electrical league" for the development of local markets, or (3) an "electrical board of trade" for the adjustment of local industry troubles.

Just how the "Board-of-trade idea" differs from the "club" and "league" forms of organization, is clearly described by Charles L. Eidlitz, chairman of the New York Electrical Board of Trade, in the following letter to the latter's membership:

"Leagues, clubs, etc., are formed to promote social intercourse or to bring competitors together, or else their purpose is to promote business or increase sales, etc.

"The Electrical Board of Trade does none of these things. It is a purely business and practical institution which has for its objects: (1) instilling into members the spirit of fair dealing with one another and with the public, and (2) the settling of differences and disputes on the basis of *what is right* without regard to currying favor or establishing good will for itself, and without heed as to who the complainant or the defendant may be, fairness and justice being the only factors entering into the transaction.

"It polices the industry. It advises and aids the young business man by giving him free of charge, the experience of experts whom he could not afford to employ. It collects his accounts, if they are proper, and adjusts them if they are not; secures action for him when delayed by lighting companies, city and underwriters' departments; protects his business interests in every way; looks after his credit, and aids him in securing and maintaining it; obtains employees for him; furnishes credit information before the fact; and is strictly a business institution, there being nothing idealistic or of a business-development idea in any of its functions. Its work is impartial to an extreme, and it tells the members the truth about themselves without fear or favor.

#### "Conserves Time of Electrical Business Men"

"It is a machine for doing the work that formerly was attempted by numberless associations through committees who either had no time to do what was required or had not the experience necessary for the accomplishment. It treats with business conditions as they exist, and, recognizing the frailties of human nature, uses no colored glasses in viewing the conditions of business ethics of today. It co-ordinates all of these activities so that the tendencies are all in one direction at one time and by so doing permits the electrical business man to devote all of his time and energy to his individual business instead of spending much of it as formerly in attending meetings and doing committee work which time taken from his business he could ill afford.

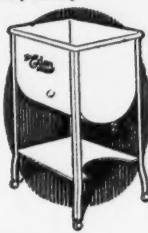
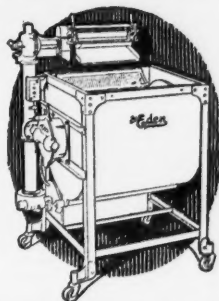
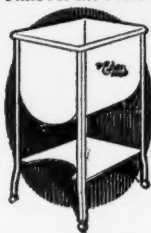
"As explained, therefore, there is no league idea or business-development theory anywhere in the picture or in its makeup. The basis is purely business, doing practical work for the members at a minimum of expense. The nearest thing in any way connective to idealism is the viewpoint of the so-called big interests, who are willingly contributing a substantial share toward the expense of maintenance in order that the smaller and less financially able may have the benefit of this service which they alone could not afford, and further by placing the information possessed by them and obtained at great expense and effort at the disposal of the less experienced through the channels of the Electrical Board of Trade."

# free

## THESE \$20 EDEN TUBS

### January Only

Three Units for the Price of One



These beautiful roll-easy, labor-saving Tubs are shown here for the first time. They are unlike any you ever saw before—having no rivets or bolts in their construction, and they are easy to keep sanitary.

### These Two Self-Draining Tubs Free During January

This "come on" type of newspaper advertisement launched January and February into big volume. By bringing more customers into the stores to take advantage

of the free offer, the cost of the premium was absorbed and profit percentages not lowered. And the increased volume meant higher net profits and increased good will.

# *Show the Price in Dollars—and the “Cost” in Cents!*



**Electric Hair Dryer**

Cost to operate one-half  
to two and one-half  
cents per hour

## **“Put Self-Starters on Your Appliances”**

is what the New York Edison Company said to its contractor-dealer neighbors when handing them, gratis, the sales lubricants reproduced on this page. In the blank spaces on these price cards, the dealer fills in his own selling price, and then the appliance cards are ready for sales work. On account of their convenient size, and attractive red-and-black printing, the tags can be used effectively either in the windows or on counters.

Appliances sell easier when tagged with the cost of operation. Even the automobile salesman lays down his trump card when he tells you the “Splint Six” will do “25 per gallon.” Why not apply this “miles-per-gallon” idea to electrical selling?



**Electric  
Curling Iron**

Only a quarter cent for  
an hour's use



**Electric  
Portable Lamps**

A 60-watt Lamp costs less  
than half a cent hourly



**Electric Irons**

Cost four cents an hour  
to operate



**Electric  
Immersion Heater**

Cost to heat a glass of water  
one-half cent



**Electric  
Boudoir Lamp**

Cost to operate one-fifth  
cent an hour



**Electric Fan**

Cool breezes for one cent  
an hour



**Electric  
Percolators**

About five cups for a  
cent of electricity



**Electric  
Water Cup**

Cost to operate for one hour  
three cents



**Electric  
Immersion Heater**

Cost to heat a glass of water  
one-half cent



**Electric  
Heating Pad**

Local heat for less than  
one-half cent an hour



**Electric  
Vacuum Cleaner**

Sanitary Cleaning for  
one cent an hour



**Electric  
Washing Machine**

Can be used for an hour for  
less than two cents



**Electric Grill**

Cost per hour to operate  
four cents



## "Advice to the Lovelorn"

The Cleveland Electrical League's "Peter Fairfax" Tells His Newspaper Followers How to Iron Out Domestic Wrinkles

**U**NDER the influence of the publicity department of the Electrical League of Cleveland, sweeping changes have taken place in the electrical pages of the four Cleveland newspapers.

The League publicity department, headed by S. N. Quinn, believes firmly in the value of "features" as opposed to the old-fashioned publicity puff.

These features are well illustrated by some stunts that have been developed by the Cleveland Press for its electrical page. One which has attracted much local attention has been a column entitled "Letters from Lovers," drawn up along the lines of a famous department of "Advice to the Lovelorn" declared to be closely followed by feminine readers. Here are some samples of the questions, and the electrical answers published in the Cleveland Electrical series:

I am deeply in love with the young man who is calling on me but for some reason he never proposes. Tell me, how can I induce him to do so?

LORNA DOONE.

You must introduce an air of romance into your living room. A portable electric lamp with heavy shade, placed alongside the sofa, will create an atmosphere that will induce any young man to propose.

I have been married six months. During the first four months our life was serene but then my wife began to manifest irritability and bad temper. Last Monday and the Monday before we had serious trouble and I am afraid our romance is about to be wrecked. What should I do?

ROMEO CAPULET.

The fact that your wife confines her irritability to Monday indicates that it may have something to do with the family wash. Why not buy her an electric washing machine? Then, if she becomes irritable on Tuesday instead of Monday, get her an electric ironer. Watch results.

Before our marriage my husband was always complimenting me on the beauty of my hands. Now he says nothing. I am heartbroken. Do you think he really loves me?

CLEOPATRA PTOLEMY.

Your husband shows great discretion when he says nothing. But why not make your hands such that he will have to pass a complimentary remark? Get

an electric dishwasher—you'll never have to put your hands in dishwater again and he'll notice the change within a few days.

I am madly in love with a girl who is in every respect my ideal. But while dining at her home Sunday I learned a frightful fact—she cannot cook! Now I am very fond of good cooking and this discovery has been a terrible blow to me. It would break my heart to call off our engagement. What should I do?

APOLLO DE BELVIDERE.

It formerly was a severe drawback to have a wife who could not cook. But all that has been changed by the arrival of the electric range. The electric range is so accurate that anyone who can read a cook book can cook an appetizing meal. So buy an electric range, Apollo, marry your sweetheart and live happily for ever afterward—you needn't worry about being fed from a sardine can.

I am in love with a charming young man who meets my wishes in every way except that his income is rather meager. I have been brought up in wealth with plenty of servants but this young man will not be able to supply me with even one maid. Do you think

### Sell Him the Job Before He Signs!

BY C. L. FUNNELL

When Jim Van Dorn prepares to fish  
He gets out all his hooks,  
His leads and reels, and basket creels  
And puts his flies in books.  
He fusses with his rods and lines  
For parts of several days,  
Which looks to us like useless muss,  
But Jimmy says it pays.

*He may take a little more time getting started but we notice that James never stops in the fish market on the way home!*

When Bill MacLean prepares to land  
A job of wiring, he  
Takes pains to sell the owner well  
On how things ought to be  
In order that he'll get the most  
Convenience from each watt—  
A plan, Bill says, that always pays.  
He hates his profits—not!

*He may take a little more time getting the signature but we notice that William never has to cut prices to get work!*

I would be happy if I consented to marry him?

CATHERINE ROMANOFF.

You are wrong in supposing that this young man cannot provide you with servants. Probably he cannot afford to pay the high wages demanded by maids and butlers but, no matter how small his income, he can supply you with enough electrical aids to make your life as easy and luxurious as human servants have made it in the past. By all means marry him but with the distinct understanding that he will equip your home electrically.

My wedded life is very happy except for one thing—my wife is a very careful housekeeper and she is continually chiding me about spilling ashes on the carpet. Whenever ashes fall, she rushes for the broom and dustpan to remove them because, she says, ashes spoil the carpet. Now I like my smoke and this is getting on my nerves. What shall I do?

LOUIS QUATORZE.

Your wife is quite right about ashes spoiling the carpet, especially if they are driven in with a broom. But ashes can easily be removed from the carpet with an electric cleaner without harming the fabric at all. Buy your wife an electric cleaner and she'll let you enjoy your evening smoke in the future.

I have had a very serious quarrel with my fiancée. She loves to sit on my knee when I call which always takes the crease out of my trousers. A great deal of my business success depends upon my appearance and I cannot afford to have my trousers pressed daily. When I told my fiancée this, she flew into a rage and sent me home. Do you know any way out of this?

CESARE BORGIA.

The solution is very simple. Apologize to your fiancée, buy yourself an electric iron and press your own trousers in the future.

My wife is charming and attractive and ideal in many ways. However, she is much given to society. She spends her afternoons at clubs and bridge parties and when I come home from business, dinner is never ready. I am getting tired of this but I dislike to contemplate divorce. Is there any way out?

MARK ANTHONY.

You should not blame your wife for leaning toward the social life she enjoys if she is ideal in every other way. Do not think of divorce. The dinner problem can be solved by buying your wife an electric cooker—she can put the meal in that before she leaves for the day and when she returns it will be ready to put on the table.

My husband has developed a terrible habit of swearing. While shaving in the morning he fills the air with frightful oaths and I fear the influence this may have on our children. How can I cure him of this?

VENUS DE MILO.

That's easy. Call an electrical man and have him put a light on either side of the shaving mirror. Then your husband won't have anything to cuss about.

# Problems

## *that come up in every-day business*

*Is Stock Shortage of 3/10 Per Cent Excessive?*

*Does It Pay to Departmentize?*

*Should Price Tags be Placed on Merchandise in Windows?*

*What Is a Good Turnover for the Electrical Store?*

*How Much Can Be Allowed for Advertising?*

*What Is Railroad's Responsibility for Damaged Shipments?*

### **Stock Shortage Should Be Watched**

**QUESTION:** Our store, which this year will do a total business of \$250,000, has shown a stock shortage of \$750 for the year. Is this excessive when all the causes—pilferage and clerical errors, etc.—are taken into account? *Inquiry 107*

**ANSWER:** You should consider yourself very fortunate. According to the statistics you give us, your stock-shortage figures only about  $\frac{3}{10}$  per cent and this is very low when compared with other businesses. Department stores have been reported with stock shortages as high as 2 per cent of their gross sales.

Of course the ideal situation would be—no shortages at all. However, this would be very difficult to bring about.

From information on the general retail industry considering all types of retail distributors, we would say that your shortage is far from excessive.

### **Price Tags on Window Merchandise**

**QUESTION:** For some time the question of placing price tags on merchandise displayed in windows has been discussed by our store force. It seems there are pretty good logical arguments on both sides. It might be interesting to see what some of "Electrical Merchandising's" readers think on this subject. *Inquiry 109*

**ANSWER:** The question of price tags is not new or aligned solely to

the electrical trade. Other distributors have argued pro and con, but without making any definite common practice.

It is quite general with many stores in the dry goods trade to place the price on all window display goods, and usually on a large attractive card. However, there is a difference with the merchandise a dry goods store offers in the fact that their "mark-up" is almost entirely controlled by the stores themselves and there is a noticeable competition in price.

However there seems to us to be a sound logical reason in the contention of many that a price tag should be attached. The first question we invariably ask ourselves when we see merchandise displayed is, "How much?" Many times the article displayed may deceive one in assuming that the cost is so large as to be outside the individual's pocket book; then the price tag completes the story.

### **Does It Pay to Departmentize?**

**QUESTION:** A few years ago my business divided itself into wholesale and retail, and I am now giving considerable attention to departmentizing the entire store. The business is divided into four branches—contract wiring, merchandising, repair and general service, and the fixture business. It seems it might be well to set up individual departments. Can you give me any help in this direction, especially as to whether it would be worth while? *Inquiry 108*

**ANSWER:** The first thing that is well to consider in systematizing any business is the cost, and the results to be obtained. This seems to be your question. You undoubtedly have made a step in the right direction but we should advise your separating the merchandising department into wholesale and retail.

The chief reason for this is because of the material you may use in your contract work. For an example we will suppose you have a contract to do a wiring job at \$400, \$125 of this amount being for material, then this can be allocated to the proper department.

Probably the best way to answer your question is to refer you to the department-store business. This is a business which knows very definitely just what its various departments are doing. Its executives know what departments are profitable and which are being carried by others. We would say this kind of accurate knowledge would be your chief benefit. You will know very definitely whether your merchandise department is carrying your service department, etc.

Yes, we should say very decidedly it pays, but just a word of caution. Don't carry it so far that it becomes a load in the form of overhead expense in bookkeeping and other detail office work.

### **Good Turnover, and What It Should Be**

**QUESTION:** Statistics from time to time have been published in various publications giving the turnover figures for other fields of



retailing than the electrical field, and I am wondering whether you have any definite data of this nature on the electrical business.

#### *Inquiry 110*

ANSWER: Up to this time there has been little effort made to compile such data on the part of the electrical field as a whole, but *Electrical Merchandising* is now preparing such a study. In so far as we know the "good" turnover in the electrical appliance business has ranged from four to six times a year.

Disregarding the numerical answer to the question, it seems that there is a general answer which may be given. Good turnover is that point which the merchant reaches in his merchandising program that fulfills the desires and wants of the consuming public, at the same time returning a fair profit without the carrying of excessive stock.

### **What Should Be Allowed for Advertising?**

QUESTION: During this past year my monthly sales have averaged around \$1,000. At this time in planning my 1925 business I would like to know how much I am justified in spending for advertising, that is, with respect to the ratio of the gross sales?

#### *Inquiry 111*

ANSWER: No definite figure can be given you as to just what this advertising expense should be in terms of ratio to gross sales. The entire relationship will vary, as you know, with respect to the momentum of business you already enjoy, the buying power of your community, and the plan you outline with respect to increasing your business—of course at the same time acknowledging general business conditions as a whole.

The following figures probably represent fair ratios for advertising expense in other retail fields.

	Gross Sales
Department stores.....	2.1 per cent
Shoe stores .....	1.6 per cent
Specialty stores .....	3.4 per cent
Hardware stores .....	0.7 per cent
Men's clothing stores.....	2.0 per cent
Drug stores .....	0.7 per cent
Jewelry stores .....	3.0 per cent

### **Railroad's Responsibility for Shipments Damaged in Transit**

QUESTION: We recently received a bill from the railroad company charging us for storage on two crates which they claim to have held for us for eight or nine days. We called for

the shipment three days after notice was received.

During this time the cases were left on the platform and became damaged and the inside was soaked with water. Has the railroad company a right to collect storage on the boxes when they were left exposed and were not placed under cover in the freight depot or some such building?

#### *Inquiry 112*

ANSWER: We should say there is a question as to whether the railroad had a right to charge storage on these goods. The reason for this opinion is twofold. First, apparently the goods weren't properly cared for, and even if they had been, they hadn't been there more than a reasonable time.

The law recognizes two responsibilities of the railroad in this connection, of goods carried to their destination but not delivered.

First, the railroads must provide a proper place to unload and store them while they remain in their custody. A railroad which allows shipments to remain on a platform for eight or nine days without a roof over them is not fulfilling its legal duty. One court says: "It is part of the carrier's duty to provide a place where the goods may be kept with reasonable safety after they have been unloaded from the cars.

Second, a railroad must notify a consignee of the arrival of goods and give him reasonable time to take them away. During this reasonable time, whatever it may be, the railroad cannot charge either for demurrage or storage. The railroads make their own rules as to what shall constitute a reasonable time, but this reason-

ableness of the rules can always be attacked by a shipper. The courts are not even uniform as to how to fix a reasonable time. The best rule is that a reasonable time is such a time as will enable a consignee residing in the vicinity of the place of delivery and informed of the railroad's usual course of business, to go to the place of delivery, inspect the goods and take them away, and usually a consignee not living near the station is held to the same requirement imposed upon a consignee who does live near.

Whatever this time allowed may be will be found printed on the freight bill.

### **How Should an Inventory Be Taken?**

QUESTION: Within a few weeks we will take a physical inventory of our stock. For the past two or three years we have attempted to take work over a week end but because of the necessity of hurrying in order to complete it, numerous errors have occurred. Can you suggest a method that will help us?

#### *Inquiry 113*

ANSWER: On page 5002 of this issue you will find definite steps outlined in the taking of any inventory. This method suggested should be just what you want especially the use of the stock card to be placed in each individual merchandise section.

Just for an example, let's say that your inventory taking will take the better part of three days. Then begin by taking the count of merchandise in each individual stock section. Place a stock card with the count recorded on it together with the style, make, etc., in the section. Then as additions are made to the stock or sales made from it, record them on the card.

When all departments are treated in this way it will be very easy to collect all the cards and foot the individual columns with the aid of an adding machine.

After the totals are reached, record the balance of stock on hand on a recapitulation stock sheet and you have the results for the whole store, complete and accurate, and without any great difficulty.

Such a plan eliminates the necessity for taking the inventory, as you do now, over a week-end. It does away with the possibility of errors being made because of haste and it gives the entire information in a condensed report.

### **What Problems Have Been Bothering You?**

This department is yours. Use it as a means to know what the other fellow is doing. Use it to profit from the other fellow's experience. How valuable this department becomes to you will depend upon how much you use it.

Address all inquiries to:

Editors, "Electrical Merchandising," Tenth Avenue at Thirty-Sixth Street, New York City, N. Y.

# To Start the New Year Right— Let's Cut Out "Courtesy Discounts"—II

Co-operation of All Groups Is Remedy for This Blight  
Which Affects Prosperity of Entire Electrical Business

By ROLAND COLE

**H**OW will it be possible to apply to the electrical industry the experiences of other trades in combatting the indiscriminate granting of "special prices," as outlined in the first section of this article appearing in last month's issue? How can a local situation, like that of the Kodak experience (described in the December number) be extended to apply to the whole country?

First, by frank recognition, on the part of every group interested, of the justice of the reform sought.

Second, by the active co-operation of all to the end described.

Education is a part of the first step—an educational program so thorough that it will solicit and obtain the support of the association groups comprising manufacturers, jobbers, central stations and retailers. Publicity must aid the second step—and so the present study is offered as the first document in the campaign.

But a good deal depends upon the consumer. One of the greatest causes of mischief right now is that the retailer doesn't know how to meet the consumer's argument that he be allowed to buy at a discount.

## Consumer Needs Education

Could the retail dealer be made to see that the transaction is dishonest, the reform would be well launched. Merely posting notices in wholesale and retail shops to the effect that "All discounts are withdrawn except to regularly established dealers who buy for re-sale" will not do it. The customer who comes looking for a discount regards such a notice as "a slap in the face" and goes away in a huff determined to find some other retailer who will sell him. He usually succeeds and is sore forever after at the retailer who turned him down.

The average citizen is fair-

minded and honest. An appeal to his sense of justice is a more effective argument than a warning or a threat.

The retail dealer must be asked to meet the discount seeker frankly in the spirit of "Let's talk it over and you decide." One good look at the principle of the thing will cause the average customer to pay the regular price with a glow of pride and send him out a missionary to convert his friends.

## How One Retailer Found the Answer

A successful retailer in a suburb of Chicago has found the right answer. I give it in his own words:

"I have this courtesy-discount proposition to deal with on an average of once a week. My sales people are instructed to send all such cus-

tomers to me. I greet the discount seeker with a smile and a handshake. Then I spend a few minutes describing the merits of the article—how well worth the price it is. Occasionally, if the customer is a man, he loses his nerve, or is ashamed to ask for the discount, and buys at the regular price. Most of our customers are women, however, whose instinct for a bargain is stronger than a man's. I let them broach the subject.

"When they do, I affect surprise. A woman came in here last week to buy a fan. She said her husband is foreman at one of the big electric plants in town, and told her that if she would see me, I would sell her the fan at the wholesale price. I said, 'Sure, I'd be glad to do it, only that would mean I'd lose a profit of \$3.50.' Of course, this didn't make her feel bad, so I said, 'the trouble is I've already spent some of that \$3.50, and if you don't want me to lose any money on the deal (and of course you don't want me to do that), and will pay me what I have spent, I'll let you have it at whatever you think is fair.'

## Putting It Up to the Customer's Sense of Justice

"She hesitated and appeared puzzled. I invited her to sit down and while she sat there I looked through my bills and showed her the wholesale price.

"The only reason this company sells me that fan at that price,' I said, 'is because I'm a dealer with a store and am able to buy in quantity. If I wanted the fan for my own use, and did not intend to sell it again, they wouldn't sell it to me at that figure. But, anyway, that is what I paid for it. I also paid the freight on it, and cartage from the freight house to the store. It's been in stock about ten days, so there is

## "Courtesy Discounts No More," Testifies Jobber

"We used to sell occasionally to friends of the house," writes an electrical jobber, "for we figured that the goodwill and the advertising we got from it paid us. But we have given it up. We made one sale which, unknown to us, took business directly from a dealer. We had so much trouble over that transaction and it came so near to wrecking our entire business that we have made it an inviolable rule not to sell even to employees, except where we are sure that it is for their own personal use. We have found that the policy pays."



some of my store rent chargeable to it, and some of my other expenses too, like the bookkeeper's salary, the salary of the receiving clerk, and my sales people, who have tried to sell it once or twice. Probably you won't want to take the fan with you, so my delivery boy will expect his full wages on Saturday night. Now, if you will pardon me for a few minutes, I'll try to figure up what all these little items come to.'

"By this time, my customer began to see my side of it a little, but she still wanted the fan at a reduction. At length, I told her that my ex-

penses already incurred on the fan amounted to \$2.90, and the difference of 60 cents represented my profit. I said, 'You know, I've to make a little something or why should I stay in business? Do you think 60 cents is too much profit for me to make on that fan?'

#### Giving Away Money Already Spent

"Look at it this way. If I let you have this fan at the wholesale price, I am giving you in addition to that, money that doesn't belong to me. Almost all of it has already been earned by other people and they ex-

pect me to pay. Where will I get that money? If I refuse to pay the railroad, the cartman, my landlord and my clerks, would that be honest?

"Besides, you will probably have this fan a long while, and it may require adjustment or attention of some kind which it will be more convenient for you to have me attend to instead of sending it to the factory.'

"She didn't answer my questions but asked me to tell her what I knew about a certain make of washing machine. That let her out gracefully and I said no more about the price of the fan. She asked me to

## Will You Sign the Pledge Against "Courtesy Discounts?"

*Here's the Set of New Year's Resolutions Prepared by H. P. Disbecker, Chairman of the New York City Electrical Dealers, to Abolish "Special Price" Evil in the Metropolis.*



H. P. DISBECKER

**WHEREAS**, a large number of manufacturers, wholesalers, dealers and other corporate institutions follow a practice of claiming or granting, on behalf of their employees and friends, so-called "Courtesy Discounts" and other special discounts which enable such individuals to purchase electrical devices at less than retail prices from both wholesalers and retailers, and

**WHEREAS**, by this practice the electrical retail trade suffers the loss of a large volume of business, including loss of the legitimate margin of profit necessary for the successful conduct of such retail business, thereby causing manufacturers and wholesalers to be deprived of sound

and healthy outlets necessary for economical distribution, and

**WHEREAS**, capital invested in the retail business of the electrical industry is being seriously threatened and impaired by such practice, resulting in bad credits, inefficient service to the public and the diversion from the industry of desirable capital and individuals, and

**WHEREAS**, the practices mentioned involve losses, direct or indirect, to all groups and individuals in the electrical business—manufacturers, jobbers, lighting companies, contractors and retailers,

*Now, therefore*, I, an electrical dealer of the City of New York, do solemnly promise myself and my associates that: I will discourage and prevent, by all lawful and legitimate measures, the practices aforementioned, which threaten the well-being and existence of the retail electrical trade.



Sign here .....

## Ever Had This Happen to You?

A woman was sold an electric washing machine at the expense of much time and sales effort. She had hesitated for some time, but had been called upon in her home, given a demonstration in the store, and had at last accepted, but had not paid for the machine. A few days later she called up and wanted the machine taken back.

When the salesman called to find out what was wrong, he

learned that she was perfectly satisfied with the machine, but had found that she could purchase it at wholesale rate, through a friend, at 20 per cent off. An investigation showed that a machine had been sold to an employee of a jobbing house, who had purchased it for a business friend, who in turn, had used his influence to get wholesale rates for the woman in the case. —A. J. N.

make delivery of it that day, however, and I billed it at the regular price. There was no kick."

It is human nature to want a reason. People like to be shown. The correction of the "wholesale price evil" could be handled from the retail dealer's end, were all retailers as well posted on their business as the one quoted. But they are not, and the other groups must help.

The manufacturer probably has more at stake than any other group in the industry, yet so far he has done less to alleviate the evil than the others.

No manufacturer should actively encourage his employees to buy his merchandise at factory or wholesale prices. It's a vicious and destructive policy that hamstringing his distributive organization every time he does it. Isolated cases look harmless enough but every article that travels the short-cut route from factory to an employee's home becomes the innocent cause of endless trouble. The employee cannot get adequate service on it, the jobber and retailer both lose a sale and a profit, and the factory frequently has to take it back and replace it with a good piece of merchandise or service it clandestinely.

### Selling to Employees Direct at a Special Discount

Many manufacturers allow their employees a special discount on goods purchased for their own use, similar to the Kodak plan already described in the December issue—a discount amounting to something like half the spread between the wholesale and retail prices.

There is a small factory in New England—not an electrical manufacturer, however—which uses a plan having considerable merit.

Employees who wish to purchase any of the company's goods for home use are asked to make their purchases through their regular dealers. At the end of the month, employees may present receipted bills to the company's cashier of all purchases made at retail and cash refunds amounting to 20 per cent of the regular retail price are paid to the employees. The volume of such purchases does not amount to much. The clerical work involved on the part of the factory's bookkeeper takes only a fraction of the time which would be required to record sales if made directly to the employees. The chief merit of the plan, however, is the friendly spirit it calls forth from the local dealers toward the company.

### Courageous Attitude and Unbroken Front Needed to Correct Evil

Eliminating the trade discount evil in the electrical industry does not hinge on finding a practical plan by which the manufacturer may sell his goods to his own employees. Plans there are in abundance. Any manufacturer can evolve an abuse-proof plan in twenty-four hours. What is needed is quick and decisive action on the part of everybody interested—manufacturer, jobber and retailer—to educate that section of the public that is now trying to buy electrical goods at a reduction. A courageous attitude and an unbroken front on this question will do more for the electrical industry at this time than any other single thing.

Do we hear a second to the motion? And then will we see the carrying through of such a program? If so, one of the greatest evils in the electrical field will be eliminated.

The giving of courtesy discounts can be curbed.

## Do You Use Blotters as Business Builders?

BY FRED E. KUNKEL

Blotters are kept, where other forms of printed matter flutter into the willow basket. They secure nearer to one hundred per cent circulation than any other medium, because of their utility. They are kept and are not waste paper until used. For this reason they are also seen oftener than booklets, which can hope for but a single reading. They stay upon the housewife's spinet desk as well as upon that of the most busy executive. They are fifty per cent advertising and fifty per cent utility. No other paper used for advertising purposes is found to possess in itself this inherent advantage possessed by blotting paper, whose foremost function is to absorb surplus ink and to carry a sales message. A good-will building phrase or an attractive picture typical of the business, will deliver more mental impressions when printed upon blotting paper than if printed upon any other kind of paper, for it is more often seen and so gets in its full psychological work, and advertising effect.

### Advertising on the Blotter Is Constantly Before the User

Every household needs a blotter. One side of the blotter tells the story—the other side blots. What is the natural psychological effect of a blotter mailed to the home of a customer or prospect, under one cent postage, or inclosed with a monthly bill? The housewife writes many personal letters. She is continually reaching for a blotter—the elusive blotter—and everything goes wrong when there is no blotter at hand. By providing each family with a blotter you can keep your name and merchandise constantly before the public. Blotters furnish a mass of cheap advertising and general publicity which produces business and helps along the newspaper and other forms of advertising. And that blotters can be made into business builders has been proven in many lines of business. A good blotter for general use, mailed out every so often to a mailing list, or handed out at the store, achieves results.

The kind of blotter that blots on both sides is not recommended for use, as the ink soon eradicates the advertisement and makes it impossible to read.

Use coated blotters.



# Electrical Merchandising Pictorial

A Monthly Picture Section of Sales Ideas

Now, After the Holiday Season—

## Three Steps in the Clearing of Inventories

During the holiday season inventories are generally increased, yet sales may or may not have met expectations. In any event there is usually a general house-cleaning on the part of most retailers.

The months of January and February are periods of adjustment, they are periods of preparation for the new year's business. Clearance sales are common in the effort of merchants to reduce surplus stocks damaged merchandise, and holiday features. These sales release tied-up capital and clear the way for the introduction of new and fresh merchandise.

### JANUARY CLEARANCE SALE

**TABLE LAMP BASES**

**Note These Values Very Carefully**  
They represent savings from 1/3 to 1/2 of the regular price on Electrical products of well-known reputation.

TABLE GRILL STOVE—value \$12.50	\$10.75
TOASTERS—values from \$4.50 to \$5	\$2.75 to \$7.25
ELECTRIC IRONS—22 watt	\$2.00 to \$8.25
CURLING IRONS—best on the market	80c to \$2.75
WAFLE MAKER—the popular brand	\$2.10
TOASTER STOVE—very reliable	\$1.49
HOODED LAMP—very finish	\$1.86
ELECTRIC PERCOLATOR—8 cup	\$8.95
URN PERCOLATOR SET—complete	\$35.00

To clear the way for a new stock all of our prices have been reduced.  
Here's one way to make your Christmas presents of money buy the most in Electrical Convenience.

**EMPIRE ELECTRIC CO.**

Polychrome and gold bases to very attractive design, ideal for that shade you are making: wired complete, with two pull knobs. **\$5.95**

**1** *Advertise*—create a demand, create a want on the part of the public, and your preparation for the sale is well started. There are several ways to do this advertising. Newspaper advertising is probably most common, but direct-by-mail is popular. Send folders to those on your mailing list and tell about your offerings. Have your sales people write letters to friends, calling attention to the values offered. All advertising should be planned according to a careful program if the sale is to be the most successful.



**2** *Window displays* play an important part, in fact they are another form of advertising. A window to have a "pulling power" must be simple in design, well planned, and contain human interest. Watch the placing of merchandise in the windows. Do not bunch the goods, but see that each article displayed carries its own individual message of quality and price concession.

**3** *The Bargain Counter*—the goal of many after the holiday season, should be given careful attention. Its position in the store, its relation to other departments, and its accessibility are all important. It is also important that the bargain department should be well staffed with capable salespeople. For it is here at the point of the actual sale that the value of advertising, window display, and merchandise quality offered, are measured.



# What Happens When You Do— What Happens When You Don't—

# "Add Fifty

August, 1917  
ELECTRICAL MERCHANDISING  
57

## "Labor and Material Cost, Plus 50 Per Cent"

A Simple Way of Figuring Selling Price Where the Contractor-Dealer's "Overhead" Averages 23 Per Cent and He Wants to Allow Himself a Profit of 10 per Cent on His Gross Business—Why It Is Necessary to "Add One-Half to Labor and Material Costs"—The Right and Wrong Ways of Figuring Selling Price

THE electrical contractor or dealer who wants to set his selling price so that they will return a fair profit above all expenses, must first know, in addition to his labor and material, add 50 per cent. This gives at once the selling price. And this selling price will net the contractor 10 per cent profit, after paying him for the 23 per cent outlay

the figures 23 per cent and 10 per cent directly, or 33 per cent. In the case of the job already figured:

Total cost of labor and material	\$100.00
23 per cent overhead	23.00
Suggested selling price	\$123.00
Subtracting cost of labor and material	100.00
Profit	\$23.00

Or, worse yet, supposing the estimator puts aside all allowance for "overhead," and adds to labor and material only "10 per cent for profit."

Total cost, labor and material, as before	\$100.00
10 per cent profit	10.00
Suggested selling price	\$110.00
Subtracting cost of labor and material	100.00
Profit	\$10.00

There are many ways and many theories for including "overhead" in the price, as pointed out on page 81 of this issue by Edwin L. Seabrook in his excellent article on estimating methods which will be of interest to the man who wishes to study the subject further.

The method here outlined involves of course only the simplest steps, will prove useful to the prudent business man who wants to provide a selling price a fair profit for himself after repaying his outlay for "overhead," for by this method he includes his "23 and 10" in the process of adding 50 per cent for labor and material.

labor and material costs, his own "overhead" expense—how much he spends each year on "running the business."

There are a lot of items that enter into this overhead—rent, light, telephone, heat, office and officers' salaries, insurance, taxes, etc.—as have been many times pointed out in these pages. When they are all added up, the total is usually surprising.

The best figures that ELECTRICAL MERCHANDISING has been able to collect on contractors' and dealers' "overhead" from different parts of the country, indicate that for every dollar the contractor collects during the year, he spends 20 to 25 cents on "overhead" outlays—this shows that in other words this shows that 20 per cent to 25 per cent are average figures for "overhead," and that 23 figures for "overhead," and that 23 per cent can be taken as a fair average percentage for the contractor's overhead under ordinary conditions. Perhaps your own percentage of overhead may be higher or lower than this average, but the chances are it will not fall far from 23 per cent.

Let us figure, for example, the selling price for a certain job, the labor for which comes to \$40, and the material to \$60, while the margin for overhead is to be 23 per cent, with a profit of 10 per cent for the contractor. Apply the rule: "To the cost of labor and material, add 50 per cent."

Note how by adding to the combined cost of labor and material, one-half that amount, for overhead and profit, the selling price is rounded out, and that this selling price provides 23 per cent for overhead and 10 per cent for profit, both percentages being based on total business.

This diagram also shows clearly that though the overhead-profit allowance is 50 per cent of the cost of labor and material, it yet represents only "23 per cent and 10 per cent" (or about one-third) of the total selling price.

in "overhead" charges which he has been spending to keep his business going.

Supposing, for instance, the labor for the job mentioned was \$40.00 and the material for that job was \$60.00.

Then the total cost of labor and material will be \$100.00.

Adding 50 per cent to cover "overhead" and profit, the selling price of the job will be \$150.00.

Proof: You collect for the job, \$150.00.

You pay out for labor and material \$100.00.

Of each dollar collected, 20 cents or 23 per cent goes to overhead and 10 cents or 10 per cent goes to profit.

Per cent = \$150.00

Leaving 10.3 per cent profit for you.

SOME WRONG WAYS TO FIGURE

But supposing the contractor, admitting "23 and 10" to be fair figures for "overhead" and profit, adds instead of the 50 per cent, already suggested,

23% OF LABOR-MATERIAL COST

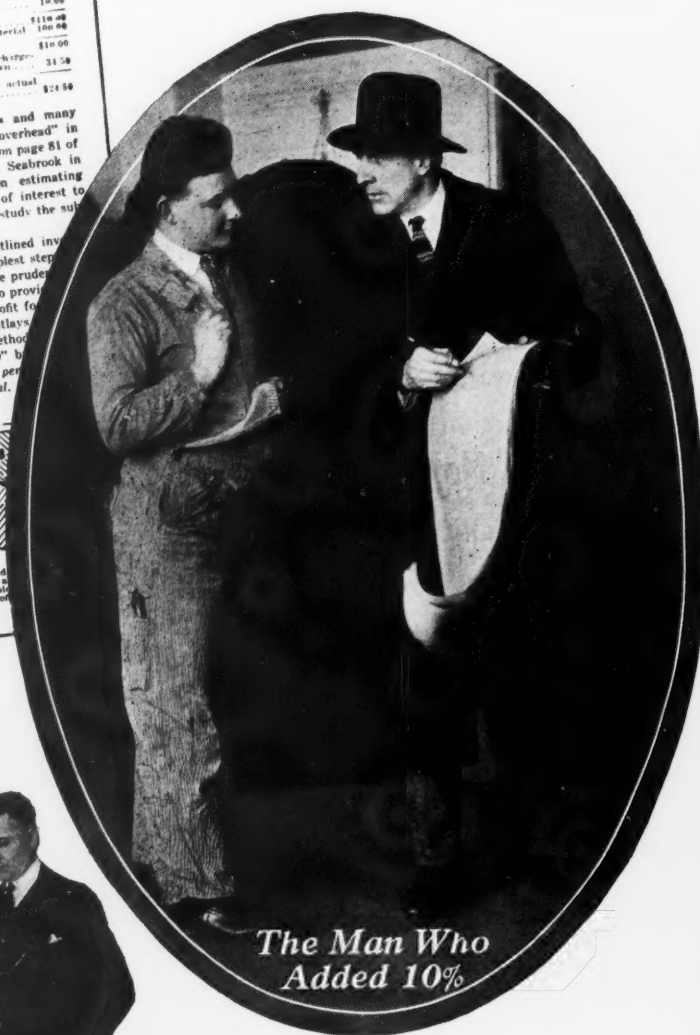
10% OF LABOR-MATERIAL COST

OF LABOR-MATERIAL COST

The wrong way. Here the contractor wishing to allow "23 and 10" percentages of his labor and material costs. As a result his entire margin is short of covering even the overhead properly charged (from the first example), so that not only did he really make no profit, but he lost \$1.50 on the job.

Back in 1917, *Electrical Merchandising* printed the article at the left, pointing out that with electrical contractors' overheads averaging 23 per cent, there must be added on to the cost of the labor and material for any job **at least 50 per cent**, in order to give the contractor **a profit of 10 per cent** after meeting his overhead expense.

About the date of that article, 1917, a western contractors' association secretary began keeping tab on the business careers of electrical contractors in his community, for comparison with their business policies. He reports the interesting facts given on these pages. For example:



The Man Who  
Added 10%

## The Man Who Had "No Overhead"— He Lasted One Year

Twenty-five of the 68 contractors who had come into the business in this community during the survey, claimed that they were "operating without overhead." These twenty-five men, reports the association secretary, lasted on the average, just one year!

## The Man Who Added 10 Per Cent— He Dragged Along Three Years

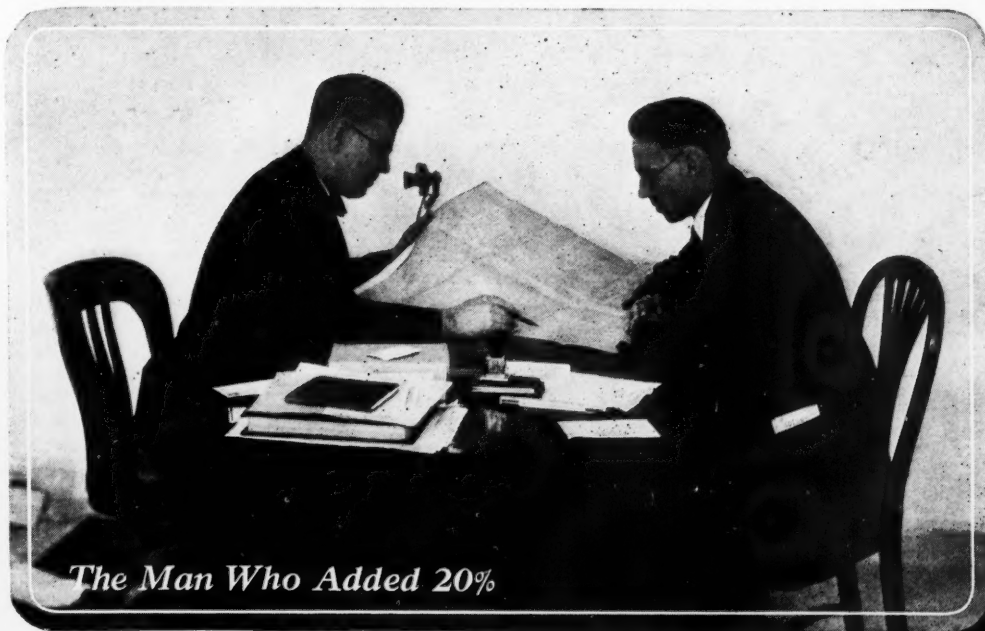
And the twenty "wise guys" who thought that "cost plus ten" would get them by, says the secretary, lasted just three years. Then they, too, took the count!



The Man Who Had "No Overhead"



# per Cent to Labor and Material"



*The Man Who Added 20%*

*The Man Who Added  
20 Per Cent—  
He Limped Along Five  
Years*

Eight of the contractors listed during this investigation, made a regular business of figuring "L and M plus 20." In six years all eight were "busted."

*The Man Who Added  
30 Per Cent—  
In Seven Years He Was  
Out of Business*

Nine contractors were found who "added thirty and thought it was enough." They did a nice business—for seven years. But none of 'em were left in 1924.



*The Man Who  
Added 30%*



*The Man Who Added 50%*

*The Man Who  
Added "Fifty"—  
Still in Business  
—Going Strong!*

Of all the 68 contractors whose business records were thus checked, only five made a practice of covering their 23 per cent overhead by adding 50 per cent, thereby making 10 per cent profit on their business. And all five are still in the harness in 1925 and handling bigger business each year.

# Novelty and "Action" Windows That Set a

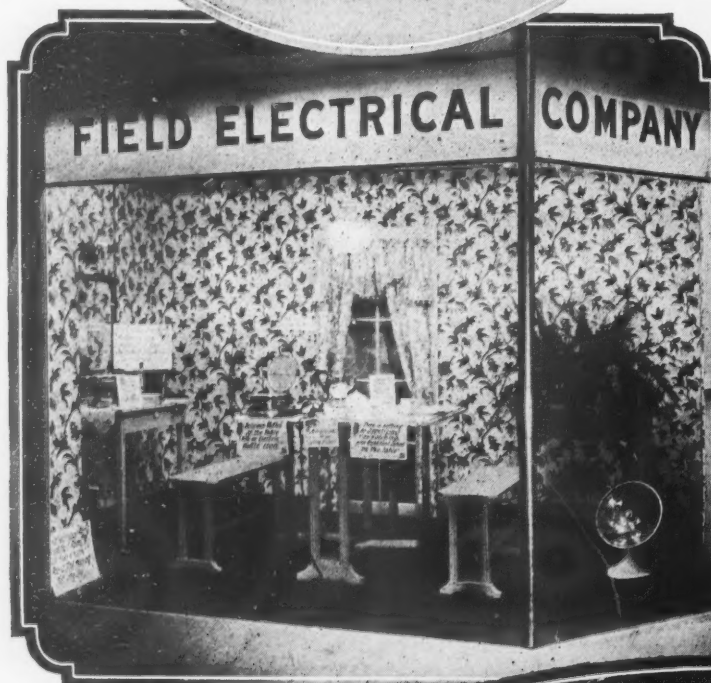


## "Wireless" Starter for Window Exhibit

Left—An apparently unsolvable mystery held the crowds in front of a Pasadena, Cal., electric store for hours at a time. An invitation to "Push the Button" lettered on the window just above a picture of a button painted on the glass, drew and held the interest of passers-by. For when the "button" was pushed, electrical appliances in the window were set in motion. Some one watching the window? Nothing so unoriginal. The play of the glass window in its frame was great enough to permit hidden wiring at the sides, so that when the button was pressed, the entire glass was pushed in, making contact with the wires leading from the frame to the appliances, thus setting them to work.

## Field Puts a "Home Electric" Series in His Window

"If we had placed a traffic officer in front of our window we could not have stopped more people than we did with our 'Home Electric' displays," says George Black of the Field Electric Company of San Bernardino, Cal., in describing the two windows reproduced below. They are said to be directly responsible for a 36 per cent increase in business the past year. An interesting feature is that 23 per cent of those who came in to make purchases mentioned the window display.



## Wall Paper Says "Stop, Look, Appliances!"

A new use for a conspicuous design of wall paper is illustrated by the window above. The store has an arrangement with a local paper house for remnants of wall paper. This "loud" design could be seen as far as the window was visible and brought people from across the street to examine the scene more closely.

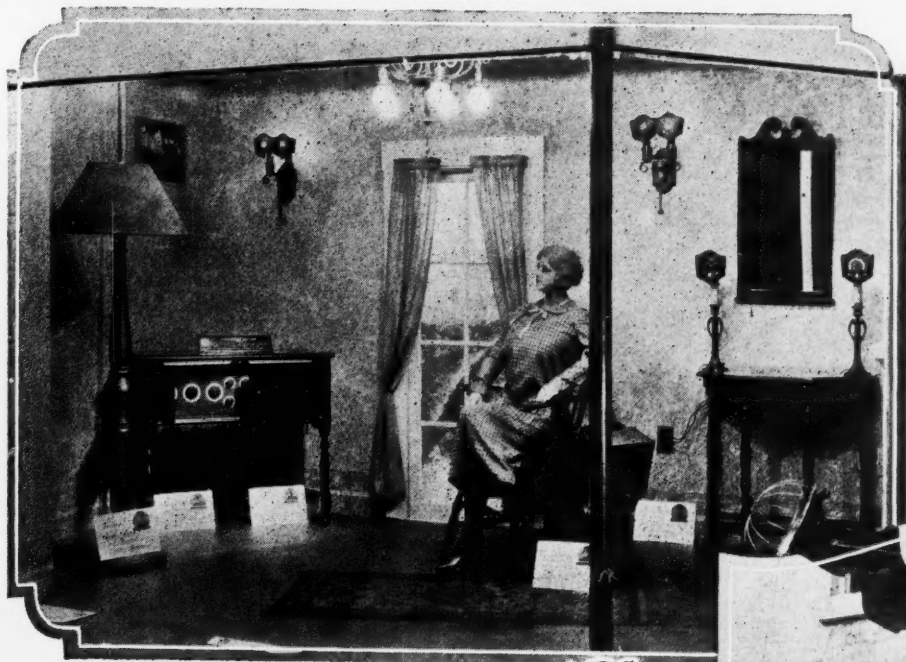


## Window "Programs" Describe Displays

"Take a circular if you are interested in the window display," reads the message on the box outside of the store of the Merchants Heat and Light Company, Indianapolis, Ind. R. R. Frey, merchandising manager, reports excellent results with this little "distributor."



# Pace for Gathering in the Buying Crowds

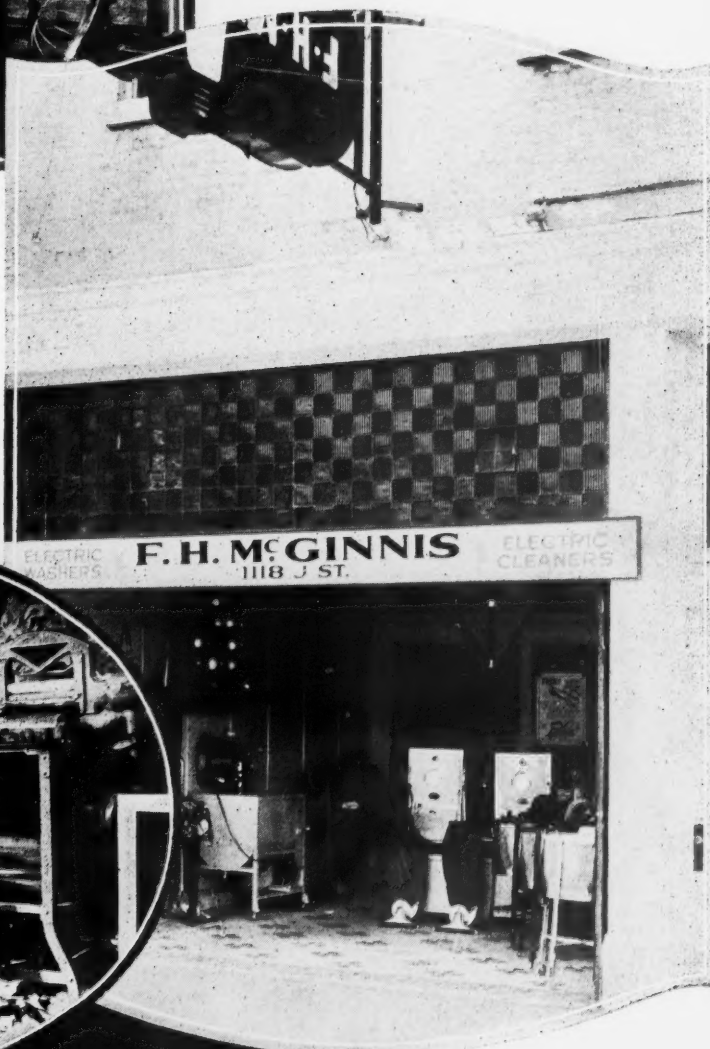


**Automatic Flasher Gives Three Lighting Effects**

Correct lighting and radio were featured in the window shown at the left. An automatic flasher controlled the floodlights used on the orange-grove background—and the interior lighting in "living room." The lighting effects were as follows: First scene, daylight with sunlight streaming through the window and a sunset on the back drop; second scene, night with fixtures lighted and moonlight on the back drop; third scene, all lights out except floor lamp. This scene was used to show the advantages of mobile light for the living-room.

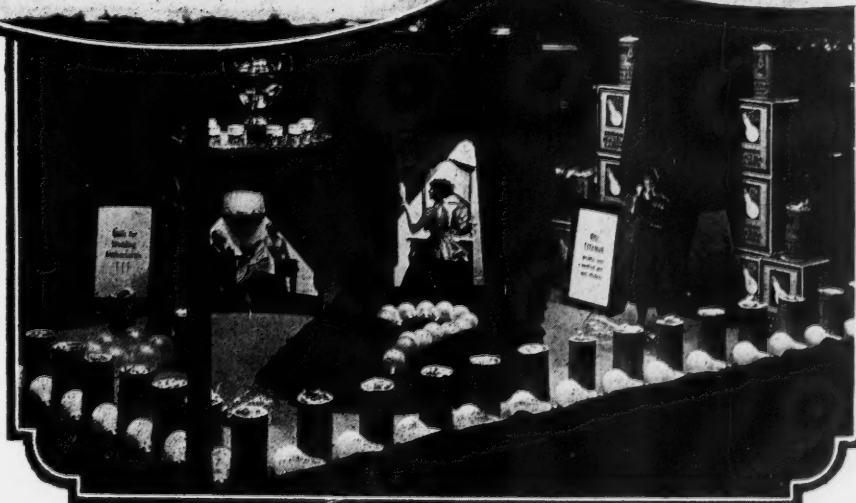
**The Store with the "Open Front Porch"**

**Right**—Most dealers are confident in saying that if they can once get the customer within their doors, there is no difficulty in making the sale. F. H. McGinnis of Sacramento, Cal., who recently opened up a specialty shop for washing machines and vacuum cleaners in that city, gets passers-by within his doors by the simple expedient of not having any doors at all. Another evidence of Mr. McGinnis' readiness to depart from the usual in bringing about results, is the inverted sign which he used to attract attention to his store during the first days that it was opened.



**"Save Mother" with an Electric Raft**

E. D. O'Dea of McCarthy Bros. and Ford, Buffalo dealers, brings home the prize every time he enters a window display contest. During the "Save Mother" washer-ironer campaign held in his city, this window reproduced above won first honors. "Mother" was rescued from the soapy "sea" (represented by a curtain and white cotton) by a life-saving raft—an electric washer.



**Changing Color Lights Swell Sales**

The George Weideman Electric Company, Brooklyn, N. Y., reports a 66 per cent increase in incandescent lamp sales with the display window reproduced at the left. This was a color-tone window in which changing colored light played on the rich blues and tans of the drapery and goods.



# STUPENDOUS

**OVER  
85,000 Eureka's,  
having retail value  
in excess of  
\$4,000,000.00,  
were sold during  
November and  
December**

*The  
Grand  
Prize*

# EUR

**VACUUM**



# SUCCESS

In selling over 85,000 Grand Prize Eureka during the two closing months of 1924, authorized Eureka dealers gave overwhelming proof of the enviable position they occupy.

It is doubtful if any other group of dealers ever before sold so many electric cleaners of a single "make" in so short a time.

This record volume of sales represents, at retail, more than \$4,000,000.00. With the exception of only two competitive "makes," Eureka unit sales during the two months exceeded the *total year's* sales of any other cleaner.

The magnitude of this merchandising feat is further emphasized when we point out that an average of one out of every 58 residential users of electricity in the entire country, who did not own or use a vacuum cleaner on November 1st, purchased a Eureka by December 31st.

That such a tremendous number of potential buyers should single out the Eureka from sixty-some competitive "makes" clearly indicates the prevailing well-founded belief and knowledge that the Grand Prize Eureka renders extraordinary service, both in thoroughness of cleaning and years of continuous operation.

It is this almost universal belief and knowledge, established by the every day performance of over a million Eureka, that we offer as part and parcel with the Eureka Sales Franchise to progressive dealers who seek an immediate increase in their electric cleaner sales. Wire or write factory for an interview with our Sales Manager for your territory.

EUREKA VACUUM CLEANER CO., DETROIT, U.S.A.

Makers of Electric Vacuum Cleaners since 1909  
Canadian Factory, Kitchener, Ont.; Foreign Branch,  
8 Fisher Street, Holborn, London, W. C. 1, England

(154)

# EUREKA

## CLEANER

*It Gets  
the Dirt*

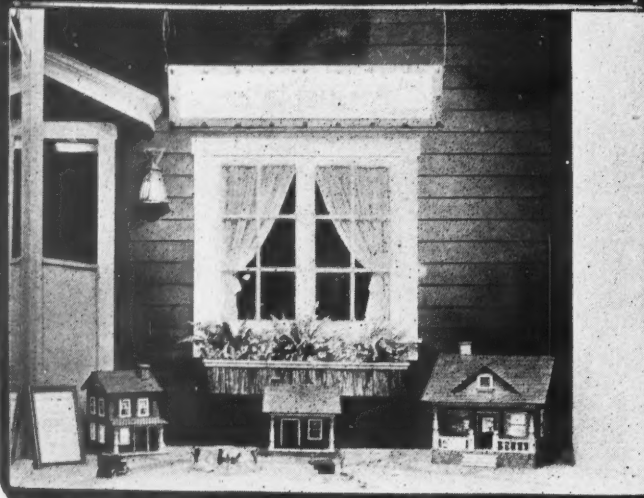
# A Letter From a Reader—Illustrated



Editor, *Electrical Merchandising*:

We recently opened a new store which we have named "The Home of a Hundred Electrical Comforts." The name is impressed upon the passer-by as he looks into the show window at what is apparently the front of a beautiful cottage. This effect is secured by a French window with a box of real flowers and ferns beneath, while to the left of the window is the entrance to the cottage. This front is carried out

## THE HOME OF A HUNDRED ELECTRICAL COMFORTS



in effect with siding painted green with white trim.

I have always studied *Electrical Merchandising's* store interiors, enjoying them, and made up my mind that when the time came, I too would have a store that I would not be ashamed of, and now I have it.

W. S. WOODLAND,  
President, Woodland's Electric Shop,  
Norristown, Pa.





# Success for Retail Store Depends on Active Capital

Increasing Stock Turnover and Prompt Collection of Outstanding Accounts Help Increase Profits

By C. WILBUR FRITZ

PACIFIC COAST MANAGER, REPUBLIC FINANCE & INVESTMENT COMPANY

**T**HE success of a merchant in any line of business depends entirely on his ability to keep his capital working, no matter if that capital is tied up in merchandise, open accounts or lease contracts. His one aim must continually be to keep his capital active.

Much has been said and written about merchandise turnover but too much cannot be said for observations plainly show that a good deal more pounding on this subject is needed, as the thought hasn't struck home in many places as yet. Why will a merchant stock five thousand dollars worth of washing machines to sell five or ten a month? His answer will be, probably, an additional discount of 5 per cent in carload lots, but does he figure on his investment for from six to twelve months and his storage and handling expense? In the end he is far better off buying in smaller quantities at a discount sufficient to show him a profit.

## High Turnover Better Than High Individual Profit

To a certain extent the jobber and manufacturers are responsible, as they, in some instances, allow such low discounts on small lot purchases and such attractive discounts for larger quantity buying, that the electrical dealer is sorely tempted to buy in large quantities whether he should or not. Remember, it is far better to sell at a 5 per cent net profit and turn merchandise stock over once a month showing 60 per cent net profit per year than to show 20 per cent net and have only 2 turnovers per year or 40 per cent.

What is true in merchandise is just as true in accounts receivable. Where money is due in 30 days it should be collected in 30 days—not 60, for a profit on a 30-day credit extension may turn into a loss when extended to 60 days. Every dollar of capital in a business will go just so far and no further and every merchant should immediately figure out, if he has not already done so, how much business

he can do on his capital and how much credit extension he can allow and then stay within that limit, taking into consideration, of course, the available sources of financing open to him.

I could cite numerous instances where electrical dealers had reached the place where they could not pay their current bills and when asked why, would give for an answer that their customers had not paid them. I have on several occasions gone over their books and found accounts of 60

## Don't Be Fooled in Making a Profit

Remember it is far better to sell at a 5 per cent net profit and turn merchandise stock over once a month showing 60 per cent net profit per year than to show 20 per cent net and have only 2 turnovers per year or 40 per cent.

and 90 days standing where they were billed as 30 day accounts. When asked why these accounts had not been paid, the dealer usually answers, "Oh that account is perfectly good, that fellow owns the building where the bank is and will come in one of these days and pay, but you can't go dunning a man in his position for money right away." In several instances, I have had them put on their hats and go out with the bills and have seen them come back with the money—merely for the asking. The average man expects and wants to pay his bills promptly, but when he receives his statement one month late he is very apt to make his payment with the same system the dealer used to bill him.

The same principle applies to installment collections. If payments are due on a certain day of the month and the customer receives a notice reminding him of that date, the pay-

ment is very apt to be received on that date.

The average electrical dealer would find that were he to speed up his merchandise turnover and speed up his collections, he would then be in a position to do considerably more business.

## Silently Assisting the Jobber's Salesman

There are times when it is impossible to present some proposition by a personal sales talk—and reliance must be placed upon a sales letter to do the work. But sales letters unfortunately are too often not read—or, if read, are glanced through hastily and end up in the waste basket.

Picture yourself reading this letter from F. N. Cooley, sales manager of the Western Electric Company, Seattle, however. Or rather this letter from no one in particular, which, however, bears in the first line the name of the salesman from the Western Electric Company who usually calls in your territory. It accompanies a sample lamp and with it are enclosed a good cigar and stamps enough for the return of the entire package. The letter reads:

W. E. Cheney,  
Coupeville, Washington.

Dear Dealer:

I am Ed Riley's silent assistant.

I have my headquarters at Spokane.

When Ed is real busy I shoot out and give him a hand.

I have a new little article to show you this morning. It's called the Magnalux portable.

Examine its universal application.

It will cost you \$3.25 each in packages of one dozen. It will retail for \$4.50.

The portable takes a G-18½ lamp (mill type frosted is best).

The ball and socket joint can be tightened with a coin.

Special finishes, assorted, can be had at \$5 list, instead of \$4.50, such as nickel, ivory, verde, etc. (These special finishes will be available about September 1.)

The enclosed order blank is all ready for your signature. There are stamps attached to cover the return of this sample, if you do not care to order a dozen. If you send in the attached order for twelve, we will ship eleven and you may keep this sample.

Do you smoke? Ed told me he usually extends this little business courtesy so I brought one with me, help yourself.

Thanks for your time,  
Good-bye.

SILENT SALESMAN.

You may not order the lamps, but we will warrant that you have read the letter and have considered the proposition seriously. At any rate, the letters break the ice and make it easier for the salesmen.

# How Forgers and Check-Raisers Work

Ways in Which Retailers and Others Have Been  
Defrauded by the Wily Check-Raiser — Electrical  
Dealers Are Warned Not to Give Checks to Strangers

A MAN drove up to an electric shop, parked his car at the curb and sauntered into the store. He was clad in a linen duster and cap, which gave him the appearance of a prosperous motorist.

He told the young man behind the counter that he had recently purchased a house on the edge of town and expected to move into it in a couple of weeks. One of the first things his wife would want, he said, was an electric iron, which he would like to pick out, pay for, and have the dealer hold for delivery. His name, he volunteered, was A. B. Brown. The clerk was requested to mark the iron with his name and set it aside. The man gave the clerk a five dollar bill as a deposit and took a receipt.

A week later the dealer received a letter on hotel stationery signed by "A. B. Brown," explaining that his wife, Mrs. Brown, had already bought an iron, and therefore he would not need the one he had asked the dealer to hold for him. He was on the road for a few weeks, he explained, and would not be back for a month at least. In the meantime, would the dealer please mail him a check for the \$5 to the next town? When he got back, he said, he would drop in and buy a number of other electrical appliances for his house.

There was nothing suspicious about Mr. Brown's call in the first place or about his letter in the second place. Indeed, he had acted in good faith in leaving his money with the dealer. True, the amount was very small—hardly worth going to all that trouble for; still it was the man's money and he wanted it. The dealer consequently did what 99 out of 100 other dealers would have done under the same circumstances. He mailed "Mr. Brown" a check for \$5.

That was on the twenty-eighth of the month. A few days after the first, the dealer mailed out a number of checks to his supply houses in

payment of his monthly bills, amounting to nearly \$600. About the time these checks began to come back to his local bank, the bank called him on the phone one day and informed him that his account was heavily overdrawn—several hundred dollars. In haste, he called at the bank. Looking over his returned checks, he saw one drawn to the order of A. B. Brown for "\$500." It had been paid to a bank in a nearby town where it had been deposited by "Mr. Brown" for collection.

The way in which it had been raised from \$5 to \$500 was simple enough to those familiar with the methods of the check manipulator. The check was written on white paper with pen and ink. Two ciphers had been inserted between the "5" and the cents numerals "00." The dealer, in writing the amount, had left plenty of room for the crook

to do that without making the figures look cramped. A straight line after the word "five" had been removed with ink eradicator, and the word "hundred" filled in its place. The check showed no evidence of having been tampered with.

## The Bank Not Responsible— The Dealer Pays

There was no reason why the bank should have questioned the check when it came in for payment, and the dealer had to stand the loss.

Twenty-five years ago, a clearing house was practically unknown in this country. Today 95 per cent, authorities say, of the nation's huge annual business turnover of 800 billion dollars is transacted by checks, in which 6 billion checks of a total volume of about 760 billions of dollars are annually issued.

In the light of these figures it is not surprising that the forging and alteration of checks has become an ever-increasing menace to the business man. Estimates of losses through check forgeries and alterations, have never erred on the side of understatement. They range from figures of 100 million to 150 million dollars annually.

While forgery is almost world-old, it had not been practiced to an extent which made it a serious problem until 25 years ago. The limited use of checks prior to that time did not offer many opportunities to the check manipulator. Today it is a golden field of promise and grows in size every year.

The small business man and retail dealer are heavy sufferers through losses by forgery and check raising, because they are inclined to the view that their bank business is not large enough to attract the notice of the check manipulator, who, they think, is looking for bigger game. Therefore the dealer neglects the ordinary mechanical precautions which the larger concerns use. He writes his checks out by hand on ordinary

## Some Commandments for Check Users

1. Keep blank checks under lock and key.
2. Write checks with safety ink or with a check-writing machine.
3. In writing checks leave as little space as possible between the figures of the amount.
4. Use only an alteration-proof check paper.
5. Destroy all checks marred in drawing and never issue a check with any erasures on it.
6. Do not issue checks to unvouched-for strangers.
7. Do not sign blank checks.
8. Scrutinize all certified checks, as the stamps are not difficult to duplicate.



paper or he writes them on the typewriter, both of which methods almost invite manipulation since they are so ridiculously easy to deal with by any tyro in forgery or check raising.

### The "Ten Commandments for Check Users"

The means by which checks may be guarded against violation are so comparatively few and simple that recently many large banks have issued leaflets describing "Ten Commandments for Check Users." These rules are as follows:

1. Keep blank checks and uncalled vouchers under lock.
2. In writing checks leave as little space as possible between the figures of the amount and start the written amount as close to the left-hand margin as possible, drawing heavy parallel lines through the unfilled space.
3. Destroy all checks marred in drawing and never issue a check with any erasures on it.
4. Write checks with safety ink or with a check-writing machine that shreds the paper and impregnates it with the amount in ineradicable ink.
5. Do not issue checks to unvouchered strangers, and never make them out to "Cash" or "Bearer."
6. Do not sign blank checks.
7. Use only an alteration-proof check paper.
8. Scrutinize all certified checks as the stamps are not difficult to duplicate.
9. Be careful where and how you sign your banking signature.
10. On checks you deposit endorse them to the order of the bank of deposit, making it impossible for them to be cashed by a thief without alteration.

One of the simplest and easiest ways in which crooks obtain possession of checks is through robbery of mail boxes, or by means of intercepting the mail on its way to the post office. Business men need to be warned constantly against the careless handling of their mail by subordinates and especially against stacking mail on top of mail boxes or leaving it in bags or packages near mail boxes in public places.



Look out—if you lower your caution, they'll raise your checks.

Two instances of fraud occurred not long ago where the checks were obtained through a mail box robbery. One of the firms concerned said "Our check No. 12,660 must have been stolen from our New York mail box and changed from 'William Loewer' to 'Bearer' and the date changed from 'August 8' to 'August 13.' There was positively no trace of the alterations in this check."

The name of the payee and the figure of the date was removed with acid ink eradicator.

The other case was still more interesting for the check was printed with a surface pattern and when the name of the payee was removed with ink eradicator, the surface pattern came off also. The crook, however, restored the surface pattern with water colors and wrote in the word "Bearer" where the name of the payee had been. Neither check had been "raised" however, for in both cases a check-writing device for shredding the words and figures into the paper had been used by the company in writing the checks.

Rule 9 in the list of "Ten Commandments for Check Users" warns the business man to "Be careful where and how you sign your banking signature." Apropos of the devious ways in which crooks manage to persuade people to sign their names, it is interesting to

quote here an item that appeared recently in the *Infantry Journal*:

"Another operator's plan is to loiter about a bank awaiting the arrival of a depositor. After the customer has made his deposit the operator follows him to his office, and calls upon him later in the day as the representative of a large electric light company, at the same time giving him a card upon which is listed all the electrical apparatus generally used in the home, with the request that he check those at present in use, and that the card be signed for the records of the company. The operator's manner is so plausible that the depositor readily signs the card, thereby furnishing the operator with just what he requires in order to successfully forge the depositor's name to checks."

It is not difficult to circumvent the forger and check-raiser if the merchant will adopt the simple precautions set forth in this article. Under no circumstances should any man attach his signature to papers or documents presented to him by strangers. His initials, written in pencil, will suffice in the majority of cases.

### Check-Writing Machines and "Forgery Insurance"

Then every business man should employ a check-writing machine of reliable make, of which there are a number on the market. Machines which actually shred the paper are preferable to those which merely crimp or corrugate it. Finally the use of an "insured" or guaranteed paper is desirable. One company gives to every purchaser of its protective devices a "bond" indemnifying the user against loss not only by forgery or alteration of the face of the check, but also by forged endorsement of the check. This triple system of protection not only insures the user of it against loss but also impresses on him his moral and social obligation to do all that he can to make the task of the check crook impossible or difficult, even though he has complete coverage for losses through check frauds of whatever kind. It is to the common belief that such coverage releases him from any obligation of the kind, as well as to the general but erroneous belief that in any case loss through forgery or alteration must be borne by the bank, that the check user's failure to guard his check against forgery or alteration is due.



Certain people have a keen interest in every check they see. Their specialty is carelessly written checks.

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AREA 14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-12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Here are samples of the office stationery used by twenty-eight well-known electrical dealers—containing suggestions on ways to make every outgoing letter carry the electrical message



# Electrical Merchandising

The Business Magazine of the Electrical Trade

*believes that:*

**EVERY** electrical store should carry radio because—

Radio, from its beginnings, has been an electrical line, and certainly should not be allowed to depart from electrical trade channels now, when its sales in any community exceed twice the sales of washers and cleaners combined.

The electrical man is better equipped than any other merchant, to install, service, and repair radio outfits.

Radio creates store traffic, and so new friends and customers, building up sales of other electrical lines.

## Natural Expansion vs.

### Electrical Salesmanship!

**C**AN it be that the continual growth of this electrical business of ours is one of the things that inhibits a greater rate of growth for it. Perhaps this apparent paradox needs explanation.

For example, our commercial men seem to be satisfied with, let us say, a ten per cent increase in business each year. But this is not to their credit, because this per cent is that automatically resulting from natural progress, such as the building of new residences, etc. In other words, our commercial men unconsciously or consciously, as the case may be, are taking credit for growth that would have come without them.

In planning next year's quotas, it would be well, we think, not to base business in terms of this year's business growth but in terms of what it should be. In other words, we would suggest the slogan or text, "Get More Than More Business." This is the slogan that must be followed if we are to electrify America instead of letting America electrify herself.

## Facts Wanted on

### Electric Store Operating Costs

**L**ET any three electrical dealers get together nowadays and in ten minutes the discussion will swing around to the subject of "margins"—the discounts from list price granted the trade, out of which the dealer's expenses and profit must come. And at every convention or gathering in the electrical trade there invariably develops a like spirited discussion on this same topic of the "spread" on electrical appliances.

One group, of course, complains that present margins are insufficient to meet retail selling costs,—the other shares with the manufacturers the view that the present set-up is satisfactory.

But practically no facts or figures have been presented by either side showing *what average or fair operating costs are* in electrical stores. Nor do any figures seem available on *which both sides can agree* as being representative of fair, average merchandising conditions in the electrical trade.

To help get at the basic facts in this controversy,

*Electrical Merchandising*, itself taking no sides nor trying to substantiate either position, is now compiling from all sources figures on electric-shop operating costs, to present to its readers throughout the industry. In this task we earnestly enlist the co-operation of all our friends who have operating percentages or dollars-and-cents figures on the retail stores under their direction.

This important study is being made for *Electrical Merchandising* under the direction of Lawrence A. Hansen who comes to our organization from Mr. Hoover's staff at Washington, where Mr. Hansen served as assistant chief of the Bureau of Domestic Commerce, and prepared the present series of bulletins for retailers now being issued by the Department.

## The Wise Merchant Sells

### Where the Selling Is Best!

**I**N NEARLY every city one or more of the leading newspapers have compiled data for use in presenting to national advertisers the case for the city and the publication itself. This data includes maps, charts, and income-and-population tables which are of great value in directing the activities of selling crews. At least the Brooklyn Edison Company has found such data of value.

A Brooklyn newspaper published, together with data of Brooklyn as a market, a series of maps and tables showing Brooklyn by districts, these districts being colored to indicate the living costs within these districts. Five grades of living costs were shown in these 28 areas—from the districts where families live on \$1,000 a year to the districts inhabited by the families spending a minimum of \$10,000 a year. Taking the published



tables of families in these areas, the statistical department of the Brooklyn Edison Company has developed tables of its consumers in these districts and the appliance department has checked over a period its sales by these districts. These tables of sales, as compiled separately for cleaners and washers, vary only slightly.

But the outstanding feature of the compilation is that sales are so immensely greater in the districts where income is higher. One district shown to consist of families having a living cost of \$4,000 to \$7,500 yearly bought thirty times as many cleaners as the areas made up of families spending yearly \$1,000 to \$3,000. As a result, also the appliance mailing list has now been cut to those areas representing higher purchasing power, for it is found that 90 per cent of the appliance business comes from 60 per cent of the consumers.

This emphasizes the ever-present need of concrete knowledge of the market to which you are directing your selling efforts. Obtain all the information possible regarding the nature of the people who make up the market; their number, predominating sex, average intelligence, their spending power; whether their homes are owned or rented, etc. When you know, you sell.



## Curve Ahead—Watch Your Throttle on Business

**A** TURN in the road ahead and the foot automatically eases from the throttle control. Why? A turn in the road may be dangerous, the view is hidden, no one knows what's around the corner. Too much speed, too great a risk—and it may mean destruction.

So it is with business. A new year is at hand. The future can be compared to that highway concealed by the turn. At best one can't know fully what's ahead and so it may pay for the retailer to go slow a bit. Wall Street has been overdoing itself lately in breaking sales records; but therein lies a word of caution. Every action must have a reaction, and some one must lose somewhere.

Don't be the speculative merchant. Watch your inventories, buy what your community demands and what you can safely dispose of at a profit, and you may have little fear of what's around the corner.

This isn't pessimism. It is just plain common sense. Too much pressure on the gas may wreck the finest machine on a curve, and too much speculation in buying may spell disaster for the canniest merchant.

## What Makes the Public Sore?

**W**HEN a customer learns that the article for which he has just paid the dealer \$10, originally cost that merchant only \$7, his irritation becomes evident and in no mild words. "Unfair prices—\$3 profit for handing that across the counter!—Outrage; retail robbery!—Brrh!"

But right there comes the question,—is this price situation really the fault of the retailer and his suppliers, or is it the fault of the purchasing public itself? "What is a fair price," might well be asked. Certainly a thoughtful study of the prices of those "never again" days before 1914, will not justify the feeling that today, somewhere, somebody is making a killing.

What about the cost of doing business in 1925, and what about these costs with relation to the 1925 customer's demands? It seems to us that it is these very demands of the consumer that hide the solution. Retailing or selling is *service*,—supplying to the public what it wants, at fair profit. And if the public demands to eat its steak to the tune of a violin or a cabaret, rather than to the melody of rattling dishes,—if the public wishes to have all the conveniences of home when it goes into a public store to buy, then it must expect to pay the cost thereof. Surely the merchant cannot be expected to throw all these services in, in the form of service, paying from his own pocket. That would be absurd.

It is the "customer demand" of today that accounts for much of our cost of distribution. And yet these demands are being met, the merchant taking only a fair profit as has many times been proved. Where does the fault lie?

Customer, customer, look to thyself.

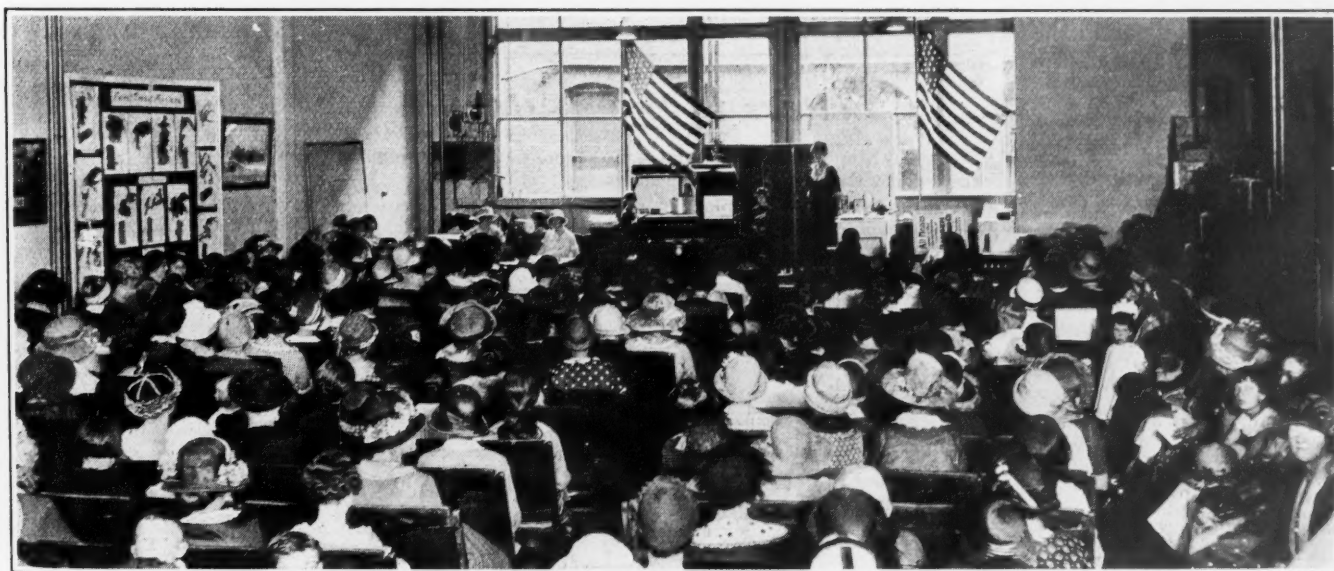
## The Cash Value of Frequent Turnover

**M**ANY volumes have been written on the importance of frequent turnover, and many more will be written. But just to refresh the memory somewhat, give a little thought to this statement: \$5,000 invested in a stock of goods on which 10 per cent net profit is made yields \$500. If the stock is turned twice a year it yields a total profit of \$1,000. If it is turned three times it yields a total profit of \$1,500. Same investment, same rate of profit—but \$1,000 of additional "net" due turnover.

That, of course, is one of the A B C fundamentals of merchandising. But it is an excellent idea to think of from time to time.

It is better to have a high rate of turnover and low individual net profit than a high net profit and a low rate of turnover.

## Butte, Mont., Holds Successful Electric-Range Cooking School



The genuine interest of the housewife in electric cooking is shown by the eager attendance always present at the free cooking schools held from time to time under the auspices of electrical manufacturers

and local newspapers. A crowded room for every day of the "school" is the record of the recent series of electric cooking demonstrations staged in Butte, Montana, by the *Anaconda Standard*. Mrs. Anna E.

Hunt of the Edison Appliance Company gave the instructions, aided by two small pages in costume, who ran errands—and cleaned up cake bowls to the delight of the audience.

# What Readers Have to Say

## Inspector Thinks the Contractor Is a "Pretty Decent Fellow"

Editor, *Electrical Merchandising*:

Recently you published on your editorial page a statement of intense interest to me as an individual. It was: "*Electrical Merchandising* believes that: Underwriters and municipal inspectors should promote the idea of the usefulness and the safety of electric service before the general public—rather than discourage it, as so often results from their critical attitude."

Every word of that is 100 per cent well put. Inspectors should not only do this but should, as well, consider it their privileged duty to act in a fair and unbiased manner to both customer and contractor. Harmony goes hand in hand with the successful inspector or contractor.

Again in part *Electrical Merchandising* says: "The 'old time' type of electrical inspector who assumes petty authority, saddles unnecessary expenses upon customer and contractor and stands in the way of the customer getting a complete installation, has his days numbered."

I myself am an electrical inspector with the Philadelphia Fire Underwriters' Association and I want to say that I am with you heart and soul. The type of inspector you describe is a stumbling block in the path of progress and if he does not take heed of the "handwriting on the wall" the wheels of progress of the electrical world of today must and will crush him.

\* \* \*

*Electrical Merchandising* has truly stated the case. I am with you and so are a host of others. The parasite must be done away with. This, the age of electrical progress, must go on to bigger and better things.

The electrical industries have no room for men, either contractors or inspectors, who have not the broad vision of service.

So, Mr. Contractor, be on the level, as the inspector is doing his bit to keep things on a higher plane.

EDWIN V. LAMBERT,  
Electrical Inspector,  
Philadelphia, Pa.

## Another Angle on Insufficient Margins

Editor, *Electrical Merchandising*:

My studies of central-station merchandising bring out the fact that central-stations cannot make a profit buying at present manufacturers' discounts. That is why the best appliance salesmen are leaving the electrical business and going into other fields where there is a chance for them to show net profits, thereby increasing their individual earnings. Central stations can secure the services of only commonplace salesmen because there isn't sufficient margin of profit with which to compensate them.

G. W. CHAMBLIN,  
Potomac Edison Company,  
Frederick, Md.

## Some More Accessories for the "Trouble Kit"

Editor, *Electrical Merchandising*:

Geo. Barr's suggestion in the October issue of *Electrical Merchandising*, for "A Contractor's Trouble Kit," seems to me to be a very sensible way of carrying supplies to the job. Naturally, any number of addi-

tional things could be suggested to go into this case, in addition to the list given. I am wondering if a flashlight, with one or two extra flashlight batteries, wouldn't be a very well worth while addition.

Naturally, flashlights and batteries would take up room and add to the weight, although I think they would be among the articles most frequently sold from the kit. Another suggestion would be luminous switch-plate screws and luminous pendants. These would take up no room and add nothing to the weight. There are many places that people wouldn't have thought of using them.

For your information, some of the Army stores are selling steel cases about the same general size and style of the kit used by Mr. Barr. These are called "Kennedy Kits" and this is no doubt very much underpriced at \$1.50.

WILLIAM H. DEY,  
United States Radium Corp.,  
New York City.

## "Contractors, Know Your Costs"

Editor, *Electrical Merchandising*:

In our opinion the greatest detriment to the contracting and jobbing business today is the fact that so many contractors continue to accept work without knowledge of their costs. In many cases such contractors eventually fail, and one of the regrettable features of their failure is that during their final struggle other contractors who have a better knowledge of their costs are forced to accept business that does not carry a profit or are prevented from getting their share of available business.

If all contractors knew their costs and by such knowledge secured their work with a reasonable profit, not only would the contractor benefit himself, but the jobber and manufacturer, as well.

S. C. GREUSEL,  
G-Q Electric Company,  
Milwaukee, Wis.

## "Letters to the Editors"

"*Electrical Merchandising*" assumes no responsibility for opinions expressed by the writers of letters appearing on this page.

It does, however, freely place its space at the disposal of readers for the purpose of encouraging frank and candid discussion on timely topics of interest to the electrical trade.

Address your letters to the Editor, *Electrical Merchandising*, Tenth Avenue and Thirty-Sixth Street, New York City.





# Answers to Questions on the Code

Discussion of Wiring and Construction Problems—  
Nationally Known Authority Answers the Questions of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago  
Member of Electrical (Code) Committee, N. F. P. A.

## **New Ruling on Identification of Marked-Wire Systems**

**QUESTION:** *In the October issue of "Electrical Merchandising," there appeared a statement relative to the color of the wires on marked wire systems. I understand there has been a change in this marking. Can you advise me what this change is?*

**ANSWER:** The article referred to was a description of the marking of the wires in the marked wire system. The standard for this marking has recently been revised and the spiral or "barber pole" marking of the ungrounded or live wire will soon be discontinued. It has been found that with a marking where only twenty-five per cent of the strands of the ungrounded or live wire were colored there was a serious confusion between these wires and the neutral or unmarked wire of certain manufacturers. It is the practice of manufacturers to identify their particular make of wire by some distinctive marking. Colored threads in the wire braid were used for this purpose. The neutral or white wire as made by some manufacturers, contained a colored thread marking that was very similar to the marking permitted for the live wires and this has caused the confusion. To avoid this confusion the live wire will, after January 1, 1925, be of solid black or red color as shown in the following Underwriters' standard revision:

"Twin or twisted pair wires, No. 8 and smaller, shall have the braid of one conductor finished to show a white or natural gray color, the braid of the other conductor being finished to show a solid red or a solid black color. Three-conductor cables, No. 8 and smaller, shall have the braids of the conductors finished to show white or natural gray, solid red and solid black colors respectively."

The requirement above quoted will

go into effect at the factories on January 1, 1925. So far as inspection is concerned this change will not go into effect at any particular time. There will remain in the hands of manufacturers, jobbers and contractors a certain amount of wire with the old style of marking. The change will come about automatically as the wire with the discontinued marking is disposed of and the new marked wire comes from the factories.

## **Separate Fusing of Range Units—Maximum Wattage on Outlet**

**QUESTION:** *In accordance with my understanding, the new Code does not require ranges of less than 7,500 watts capacity to have each unit fused individually but only to be fused at the switch adjacent to range. Am I correct in this? Please also advise if under the new Code the maximum wattage on a convenience outlet of any single appliance is limited to 1,200 or 1,320 watts.*

**ANSWER:** The first question is covered by code Rules 811 b and 1,602 g. Rule 811 b reads: "Subdivided circuits of a heater need not be separately fused." Under this rule it is not required that the individual units of a range be separately fused and the fuses at the main switch are sufficient. The Underwriters' Laboratories' standards limit the size of individual heaters coming under the provisions of this rule to 2,500 watts and the maximum wattage of heaters grouped under one main fuse to 7,500 watts. Heaters of over 2,500 watts must each have a fuse. The second question is covered by Rules 811a and 1,602 d which state that: "Heating appliances each of 6 amp. or 660 watts or less, may be used on branch lighting circuits; heating appliances each of

ten amp. or 1,200 watts or less, may be grouped on a special circuit protected by fuses having a rated capacity not greater than 15 amp. Each complete heating appliance, whether containing one or more heating elements, which is of more than 10 amp. or 1,200 watts total capacity, shall be supplied by a separate branch circuit." The term "convenience outlet" as generally used applies to an outlet on a branch lighting circuit. According to the rule cited above, 660 watts is the maximum size of heater that is permitted on a convenience outlet on a branch lighting circuit. Where special circuits are installed to be used for heating devices, as in a laundry for instance, 1,200 watts is the maximum size of heater which may be used on such a circuit, or any combination of heaters taking not more than 1,200 watts may be used on such a circuit as, for instance, a 700 watt heater and a 500 watt heater. Any heater of more than 10 amperes or 1,200 watts must be on a separate circuit.

## **Outlet Boxes on Knob and Tube Work**

**QUESTION:** *I recently received a letter telling me that outlet boxes were not required by the Electrical Code for knob and tube work. Is this correct?*

**ANSWER:** Rule 502 h, under "Knob and Tube Work," reads: "Approved outlet boxes or plates shall be installed at all outlets, and the flexible tubing shall extend from the last knob into and be secured to such boxes or plates." Rule 701 m, under the head of "Outlet Boxes," reads: "At each outlet of conduit, metal raceways, armored cable or concealed work an approved outlet box or plate shall be employed. . . ." Rule 1403 f, under the heading "Installation of Fixtures" reads: "Where no

gas pipe, conduit or other fitting which will provide proper support is present, the fixture shall be attached to a  $\frac{1}{2}$ -in. block fastened between studs or floor timbers and flush with the back of the lathing. When this method cannot be employed, a wooden base block, not less than  $\frac{3}{4}$ -in. in thickness, shall be provided." It will be noted that there is an apparent conflict in the rules cited. While the rule under "Knob and Tube Work" very plainly requires the use of outlet boxes or plates the rule under "Fixtures" implies that under certain conditions a block back of the lath can be used in place of an outlet box or plate. If a contractor, when wiring a building with knob and tube work, complies with the rules, outlet boxes or plates will be provided and then a proper support will be "present" and the exception under the fixture rule will not apply. It is the writer's understanding that it is the intent of the Code to require outlet boxes or plates on knob and tube work and the discrepancy in the rules noted above is probably an oversight in the recent re-compilation of the Code.

### Galvanized Pipe for Driven Ground

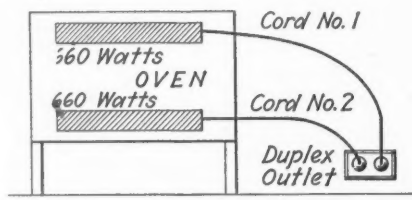
**QUESTION:** Under the rules of the National Electrical Code is it necessary that a pipe used for a driven ground be galvanized?

**ANSWER:** This matter is covered by Rule 901b of the National Electrical Code but in this rule no reference is made to the use of galvanized pipe for driven grounds. The 1920 edition of the Code required that driven pipe grounds be made with galvanized pipe. Why the requirement for galvanized pipe was omitted from the present Code the writer does not know. It may have been, and probably was, inadvertently left out in the last extensive Code revision. The difference in cost is slight and it is usually as easy or easier to obtain galvanized pipe than plain iron pipe. There is no question but that a galvanized pipe will last longer both in and above the ground than a plain iron pipe and a galvanized pipe undoubtedly offers a much better and more permanent conducting surface to the earth than a plain iron pipe. It is understood that many cities and inspection territories still require the galvanized pipe for driven grounds.

### Two Separate 660-Watt Appliances Don't Infringe Code—If on Same Frame, They Do

**QUESTION:** Does any provision of the Code prohibit the construction or use of an electrical device (say a cooker) with two 660-watt heating elements, electrically separate, and supplied through separate cords, but mounted on the same frame. Even with both cords plugged into the same duplex outlet, fed through a 15-amp. fuse, no Code provision is infringed so far as I can see, yet, I understand, objection is being made to this arrangement. If so, on what ground?

**ANSWER:** The use of a heating device, such as described, on a duplex outlet on a branch lighting circuit would be a technical violation



of Rules 811a and 1,602 d. Rule 811 a reads: "Heating appliances of 6 amp. or 660 watts or less may be used on branch lighting circuits. Heating appliances of 10 amp. or 1,200 watts or less, may be grouped on a special circuit protected by fuses having a rated capacity not greater than 15 amp. . . ." Under this rule 6 amp. or 660 watts is the maximum capacity heater that may be used on a branch lighting circuit. The heater described, while it consists of two separate heating elements is, so far as the intent of the rule is concerned, one heater and, as such, has a capacity of 1,320 watts. It is realized, of course, that it is easily possible to connect two entirely separate heating devices, such as a toaster and a grill for instance, to the two receptacles of a duplex outlet and no specific rule will be violated, so long as the 15-amp. fuse

which protects the circuit holds out. However the present branch circuit rule has as a basis the probable use of electrical appliances. The branch circuit is, primarily, intended as a lighting circuit and not a heating circuit. The use of heating appliances is only incidental. The branch circuit rule, in its limitation of 12 outlets, obtains, in the average case of a residence or apartment with ordinary lighting, a connected load of somewhere around 1,000 watts. There is then about 600 or 700 watts additional which can be used with all lamps on. This would allow for a 660-watt heating device. To use a larger device than this would mean that either some of the lights would have to be turned off or a fuse would blow with the more or less likelihood of its being replaced with a fuse larger than 15 amp.

### Variation in Code Table on Insulation Resistance

**QUESTION:** Rule 507 of the National Electrical Code gives a table showing the insulation resistance of installations. In this table the insulation resistance required is much lower with the heavier currents. What is the reason for this variation?

**ANSWER:** The table referred to is based on the assumption that the amount of wire installed and the number of fittings used are in direct proportion to the current requirements; in other words, that an installation of 200 amp. capacity would have twice the amount of wire and fittings that an installation of 100 amp. would have. The insulation resistance of a wire varies inversely as its length. The greater the amount of wire used, the greater the possibility of leakage to ground, and the less the insulation resistance. The same principle applies to fittings. Two fittings would, ordinarily, have only one half the insulation resistance to ground of one fitting. An inspection of the table referred to, will show that in each case the product of the current and the insulation resistance demanded is 20,000,000 ohms. The table is calculated on the basis that a system taking one amp. should have a resistance to ground and between wires of 20,000,000 ohms. A system taking 100 amp. should, then, have an insulation resistance of one-one hundredth of 20,000,000 ohms or 200,000 ohms.

Send in your questions about any Code or construction rulings to Editor "Electrical Merchandising," Tenth Avenue and Thirty-sixth Street, New York City.



# New Books of Interest to "Electrical Merchandising's" Readers

## Cross Index and Guide to the 1923 National Electrical Code

By Robert A. Goeller, New York, Association of Electragists. 96 pages. 4,000 references. Price, 50 cents.

Much time has been lost by contractors' foremen and wiremen looking through the Code to see whether some particular type of construction is therein ruled on. Many times work has been done in accordance with one rule, only to find out later that another rule applied to that particular type of work.

To prevent such mistakes a complete "Cross Index and Guide to the 1923 National Electrical Code" has been compiled by Robert A. Goeller, second vice-president of Hatzel & Buehler, Inc., electrical contractors, New York City, and published by the Association of Electragists. The book contains 96 pages, and more than 4,000 references, covering every rule in the Code, under every conceivable heading. Furthermore, each heading in the Cross Index gives every reference that is contained in the Code on that particular subject. There is thus available in this volume a complete Code reference on every possible point.

With such a complete Cross Index there will be fewer occasions for dispute between contractor and inspector, and fewer causes for delay.

The book is approximately Code size and is made in a sturdy yet flexible form to fit the pocket and when needed at the desk to lie open at any desirable page.

## Principles and Methods of Retailing

By James H. Greene, Ph.D. First edition. New York. McGraw-Hill Book Company, Inc. 287 pages. Price, \$2.50.

The development of retailing together with a discussion on the different types of retailers and the place they take in a community, occupies the opening chapters in the book "The Principles and Methods of Retailing." Mr. Greene, its author, is personnel director of Kaufmann Department Stores, Inc., and is also professor of retail management of the Retail Bureau, and instructor in retail management, School of Business Administration, University of Pittsburgh.

In a chapter devoted to the analysis of the selling field, Mr. Greene calls specific attention to the necessity of the merchant knowing just where his customers are and the type of merchandise that they want.

He further goes on to analyze the competitor's field of business. While following these discussions he carefully explains business policies, buying, marking and receiving; devoting some consideration to outlining the problems in the taking of a physical inventory.

Valuable pointers are given on retail

publicity and window display, with considerable discussion devoted to the preparation of advertising copy.

Part four of Mr. Greene's book is devoted to finance, outlining what records of a retail business should be kept and what value they present to the store with regard to its operation.

Other problems of the retail merchant considered are credit and collection, service to customers, service to employees and executive training. In conclusion Mr. Greene devotes considerable discussion to the problems of the small retailer giving much valuable information.

## Five Important Factors in Clinching Sales

from "Textbook of Salesmanship" by Russell

Knowing your merchandise  
Making the correct approach  
Demonstrating  
Meeting objections  
Closing the sale

## Text Book on Salesmanship

By Frederick A. Russell, Ph.D. First edition, New York. McGraw-Hill Book Company, Inc. 319 pages. Price \$3.

In this volume Frederick A. Russell, Ph.D., of the University of Illinois, author of "The Management of the Sales Organization," presents a guide, to help electrical men as well as others engaged in selling, put into effect practical ideas to increase sales. No effort has been spared to bring to the selling man those ideas which have been tried and tested by practical salesmen in various lines of industry.

"Know the goods you sell," is emphasized especially in the second chapter on "Knowing the Proposition." This necessity underlying successful selling is then followed by capable discussions on "Buying Motives," "How to Get an Interview," "The Approach," and "The Demonstration."

In two chapters given over to "meeting objections," Mr. Russell outlines various methods and pitfalls against which to guard. Gaining the customer's confidence is necessary, he brings out, and the application of the Golden Rule in all the salesman's dealings with his customer will go a long way in obtaining this confidence.

Suggestions for the "closing of a sale" make up one of the concluding chapters. How a sale should be completed, what to watch out for, and how the salesman should finally get the "I'll

take it" from the customer, are all situations which are covered.

## Principles of Merchandising

By Melvin T. Copeland, Ph.D. A. W. Shaw Company, 368 pages, illustrated. Price \$4.

The business man likes simplicity, especially in books on business problems. "It is clear, and it is simply written" can be truly said of "Principles of Merchandising" by Dr. Copeland, who is director of business research, Graduate School of Business Administration, Harvard University, Boston.

In this most recent work of Dr. Copeland's, the proven methods of selecting, training, paying and managing a sales force are so presented that any merchant through it obtains a thorough foundation in merchandising practices.

The development of plans for advertising; how to secure a profitable rate of stock turn; how a price policy may be utilized as a positive sales factor—these are only a few of the many subjects this book considers.

In short, Dr. Copeland makes clear the procedure in handling practically all the significant merchandising problems, while with the book's 29 tables and 17 charts, these discussions are strengthened from a close study of the actual results secured by literally hundreds of concerns of various sizes.

## Principles of Business Writing

By T. H. Bailey, East Pittsburgh, Penn. Westinghouse Technical Night School Press, 182 pages. Price, \$2.

There are few business men, especially those who have to carry on correspondence, who have not felt the need of a condensed guide to business writing.

This most recent book by Mr. Whipple, literary critic of the Westinghouse Company, includes not only many of the "do's" and "don'ts" for letter writing, but discusses, analyses and explains the more important fundamentals of business correspondence. A list is given of about 600 words whose incorrect use makes up 90 per cent of the errors in the use of words.

The writing of reports, scientific and technical, is given its place of consideration, while incorporated also are the ideas of the most successful correspondents.

## Electric Wiring

By Albert A. Schuhler. New York, McGraw-Hill Book Company, 360 pages. Price \$2.50.

Any man who has practical wiring work to do will find this book to contain many helpful suggestions. For the journeyman or helper, it tells in simple language, with the aid of diagrams, the detailed "how to" of every ordinary kind of a wiring job. Although designed as a textbook of applied electricity for vocational and trade schools, the book has a place in every electrical contractor's shop as a source of ideas, suggestions and methods for accomplishing a wide variety of wiring work. Especially will it be found instructive for the younger men.

# "Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty  
Aids Offered to Help the Dealer Get More Business

## Starting the New Year with a Sales Contest

To prevent the usual winter-time slump in sales between the Christmas and housecleaning seasons and to keep "Royal" vacuum cleaner sales coming along with pre-holiday volume, the P. A. Geier Company has announced a "Prosperity" sales contest for the first three months of 1925.

The time of the contest, which is limited to 1,200 entries, is ten weeks, beginning January 4, 1925, and ending March 4. Cash prizes, ranging from \$250 to \$5 each are offered.

Here are a few things suggested by the company that you can do to get ready to win out in the contest:

1. Go over your prospect list carefully and see that it is up to date. Check over every name so that you won't be wasting time on useless calls during the contest.

2. Call on all your old satisfied customers—make two or three such calls each evening after the day's work is done—and ask them to give you the names of additional prospects. Tell them that you are going into the contest, that you expect to stand with the winners and that you want their goodwill and help.

3. Finally, study your machine, go over your sales lessons and check up on your demonstration to correct weak spots in your sales talk and any awkwardness in demonstration.

## Do You Write Your Prospective Motor Customers Every Thirty Days?

No, you don't, for you haven't time. But would you write them if you could? If you would like to have some message from you reach the folks to whom you are trying to sell electric motors, the Western Electric Company has inaugurated a direct-mail service through which a letter, on your own letterhead, carrying your own signature, can be sent every thirty days to every prospect on your list. The letters deal with various problems of motor installation and repair and are intended to sell your services as an electrical contractor to the man who receives

them. Full details of this mail service may be obtained from your local Western Electric office.

## Educational Films You Can Borrow

Not so very long ago, older folks will recall, homes were lighted by kerosene lamps and ladies of fashion were swathed in yards and yards of cumbersome materials. What a change, both in lighting equipment and in the style of milady's dress!

The evolution of home lighting is shown in the film "Light of a Race," one of the twenty-two films made and distributed by the General Electric Company, Schenectady, N. Y. These films are loaned without charge for exhibition in the United States in the interest of commercial development, education and other purposes. They tell the story of the growth and application of electricity in different industries, the manufacture of electrical apparatus, research and development, etc. A 47-page booklet, "Motion Pictures," describes the various films made by the General Electric Company, from whom booklet and films may be obtained.



This illustration is a scene from the movie film, "Light of a Race," which tells the story of home lighting, from the earliest times, through the candle-light, kerosene-lamp, gaslight stages to the present method of illumination by electric light.

5058

## Insuring Your Business Against Financial Loss

"Home and business are the two great incentives in the life of every man," says Albert Wahle in presenting the new merchandising plan evolved by the Albert Wahle Company to help the electrical dealer sell everything, including his services, at a profit. "Undoubtedly you have bought life insurance as a protection for your family and home," continues Mr. Wahle in explaining the business insurance which is his new merchandising idea. "Our plan, as outlined in the booklet, 'Sales Service and Sales Help' is the policy; the premium constitutes the very nominal sum charged to cover the actual cost of display material and printed matter."

This sales plan aims to point out to the dealer the important elements necessary to build and maintain a profitable business. Here are the subjects discussed:

1. How to get your share of the business in your community and how to convince the public that you have quality merchandise and services to sell.
2. How to sell obsolete and overstocked fixtures and supplies.
3. How to buy for quick turnover.
4. How to sell everything with a profit.
5. How to make use of the store and window displays, the direct mail campaign and the newspaper advertising material offered as part of the Wahle plan.

An outline of this merchandising plan, entitled "Sales Service and Sales Help" may be obtained from the Albert Wahle Company, 224 Fifth Avenue, New York City.

The Dexter Company, Fairfield, Iowa, has prepared an attractive folder on its washing machines. The several models of Dexter washers are shown in copper-color on a blue-and-white gingham-check background.

The Pittsburgh Lamp, Brass & Glass Company, Pittsburgh, Pa., has issued a folder on its line of portable lamps with "Berg-A-Ma" shades. The various designs are shown in their actual colors, thereby giving a real visualization of the styles and colors of the lamps.



## Giving the Catalog Number a Meaning

"The usual catalog number is a sort of orphan," says the Bryant Electric Company in one of its recent circulars, "and is usually picked for no reason except that it has not been used before. The number has nothing to do with the device and only after long association will it become identified with the article."

But, with the new system devised for listing Bryant flush plates, every catalog number has a meaning all its own. For instance, as explained by the company:

"OP12." "O" indicates that the device is a metal flush plate; "P," is the section or type of plate, as in this instance, a two-button flush push switch; "1" means that it is 0.100 in. thick; and "2" indicates that it is a 2-gang plate. "O" at the extreme left of a numeral indicates a plate, for no other Bryant catalog numbers begin with "O."

The Century Electric Company, St. Louis, Mo., has issued a new circular on its polyphase motors, entitled "Bearing and Oil Well Construction."

Forbes & Myers, 172 Union Street, Worcester, Mass., manufacturers of electric grinders, polishers and motors, use a series of postcards to follow up prospects for their equipment. "Five minutes of one workman's time daily is all that this electrical tool grinder

must save to make it a profitable investment," reads one message, which is accompanied by a picture of a young man using an electric grinder.

The Hoover Company, North Canton, O., has prepared a number of attractive and brightly-colored folders for distribution to the public. Among these folders is one entitled "Do Your Dusting Dustlessly" which deals with the use of attachments in keeping the home and the furniture free from dust; another is called "The Target" which is a Hoover sales message; "The Post-office Perplexed" tells how a cleaner was used to clean the largest-hanging American flag; and the "Servant to the Home" emphasizes the convenience of electricity in the home and is a direct appeal to the consumer to give his support to the electric light and power company which makes possible the convenience of electric service, by investment in public utility securities and stock issues.

The Phoenix Glass Company, 230 Fifth Avenue, New York City, has issued a new booklet named "A Recipe for Better Light in the Dining Room" which shows pictorially the type of dining-room fixtures made by this company.

The Lightolier Company has prepared a de luxe edition of a catalog or sales book which is called "The Red Book of Better Illumination." The book contains 112 pages, including many pages of color, and is profusely illustrated.

The Connecticut Electric Manufacturing Company, Bridgeport, Conn., has issued a new five-color pamphlet on its line of Connecticut-Bakelite wiring devices.

"Has Your Business Multiplied Seventy-five Times in Nine Years?" is the engaging title of a new broadside sent out by Sunnyline Appliances, Inc., Detroit, Mich. Five years ago, it is stated, there were 4,791,000 wired homes without electric washers, in 1923 there were 6,603,000 without washers and five years hence, the company has estimated, there will be 10,500,000 homes without electric washers.

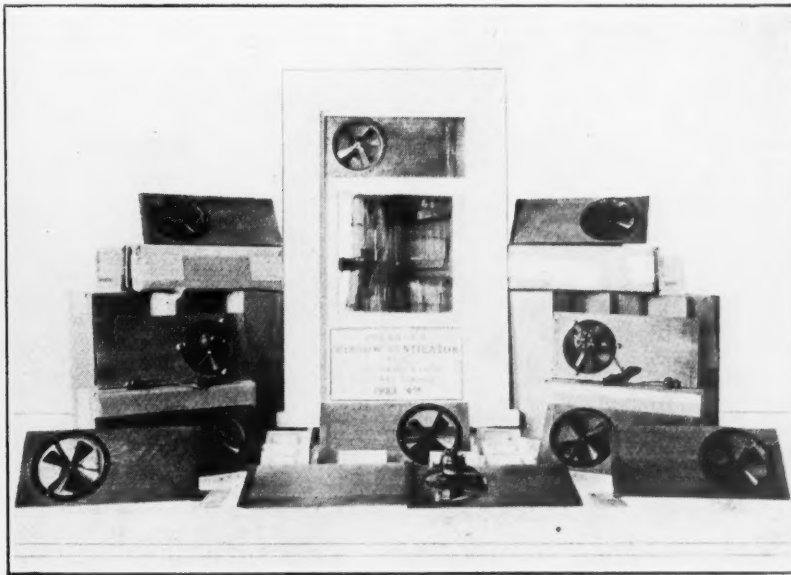
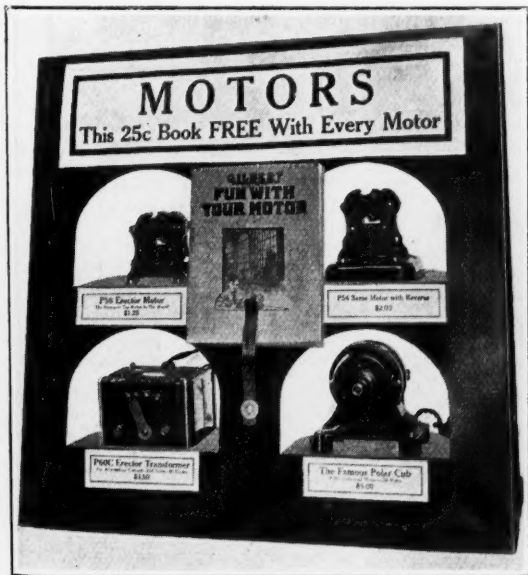
The Pioneer Rubber Mills, San Francisco, Cal., has prepared a new catalog on its line of belting, hose, packing, rubber-covered rolls, gaskets and other molded goods and specialties, including also its brass goods.

The Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago, has announced for distribution early in January a new catalog, S-7, which is known as the company's new 24-hour catalog. By this is meant that the fixtures mentioned therein can be shipped in 24 hours. The new catalog consists of 84 pages, about 12 x 15 in. in size, containing about 300 to 400 chandeliers and brackets that are ready for shipment within 24 hours after the receipt of the order.

The Gleason-Tiebout Glass Company, Fifth Avenue Building, New York City, is distributing some interesting publicity matter on its "Celestialite" fixtures. "Celestialite" glass, as described by its manufacturer, is a scientific combination of three layers of glass to provide a "next-to-daylight" illumination.

The Fore Electrical Manufacturing Company, Inc., 5255 North Market Street, St. Louis, Mo., has some new circulars on its battery charging equipment.

## Two Displays That Will Open Up New Lines for Winter-Time Sales



How to properly ventilate a room during the cold winter season without freezing out everyone in the house is another of the housewife's problems. A window display similar to the one shown at the left will tell passers-by how stale cooking odors and the pungent aroma of father's pipe may be eliminated while keeping the room at a comfortable temperature. After

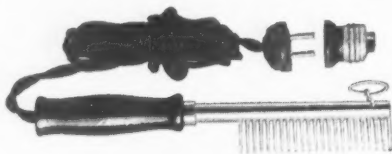
the Christmas rush, when sales show a tendency to slacken, is the time to push a timely device like the electric ventilator and the small toy motor, a display of which is shown at the right. Every young boy who has received a set of the "Erector," "Structo," "Mechano" or similar structural sets will certainly want a small motor to operate the derricks, elevators and

other ingenious things he constructs from his toys. With each purchase of a motor the dealer may present free to his customer a 25c. book on motors, "Fun with Your Motor." These books are furnished free to the dealer, together with the metal motor display board shown. Both these displays are distributed by the A. C. Gilbert Company, New Haven, Conn.



# New Merchandise to Sell and W

This editorial section is prepared purely as a news service, to keep readers of "Electrical Merchandising" informed of new products on the market.



## Hair Drying Comb

*Electrical Merchandising, January, 1925*

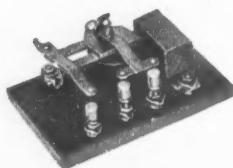
One of the reasons for the popularity of the beauty-shop shampoo is the inconvenience of getting the hair dried after washing the head at home. A new and quick method of drying the hair after a shampoo, bath or dip in the surf is the electric drying comb made by the Ward Manufacturing Company, 3047 Sheffield Avenue, Chicago. The comb is made water-tight and is equipped with heat control to provide proper temperature. It is finished in ivory or ebony. Intended retail price, \$3 and \$2.75, according to finish desired.



## Folding Wash Bench

*Electrical Merchandising, January, 1925*

To replace the large and clumsy wooden bench which is usually part of the laundry equipment, the Mossner & Maves Manufacturing Company, Saginaw, Mich., has designed a "Jiffy" folding bench, which is made of light metal finished in aluminum and which weighs but 14 lb. The bench may be fastened to the washing machine, making it a permanent addition to that appliance, and can be folded out of the way when not in use.



## Relay Switch

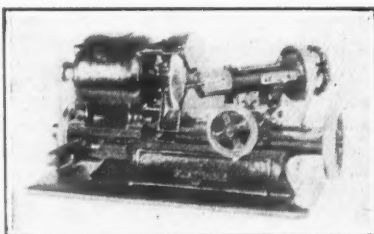
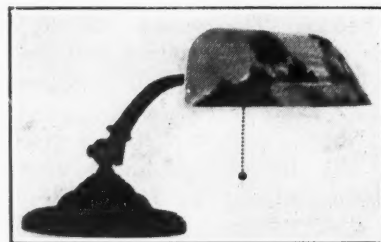
*Electrical Merchandising, January, 1925*

J. Struthers Dunn, 1109 Race Street, Philadelphia, Pa., has brought out a new combination relay and resistance device known as the "Dunco" relay switch No. 414. The switch is so designed that the controlling circuit and the controlled circuit are separate and insulated from each other so that the 110-volt control circuit can be used to break a 440-volt line. It is made for operation by a pressure or temperature control and is so arranged that contact is made but never broken on the primary contacts, the manufacturer explains.

## Desk, Table or Piano Lamp

*Electrical Merchandising, January, 1925*

In order to be serviceable, it is not at all necessary that a lamp be entirely devoid of beauty. The "Verdelite" illustrated is an unusually attractive fixture, made by the Faries Manufacturing Company, Decatur, Ill. The No. 3260 base is made of brass, finished in mottled gold, with vertical adjustment and with adjustable and detachable fancy decorated shade.



## Valve Grinder

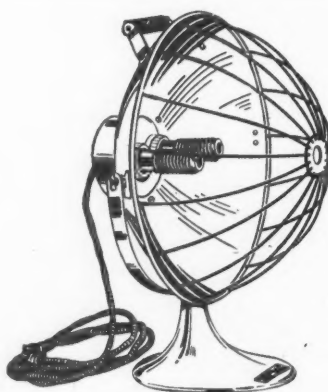
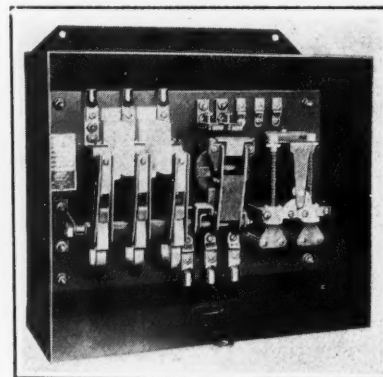
*Electrical Merchandising, January, 1925*

Among the special features of the valve grinder brought out by the Fletcher Valve Grinder Company of Lynn, Mass., is the valve check, which is of the draw-in type. The spindle or chuck jaws collet is long and the slot between chuck jaws wide, allowing a greater movement of the chuck jaws than is usual in chucks of this kind, it is declared. The chuck is made to hold any valve stem from 1/4-in. to 3/4-in. in diameter to make unnecessary the changing of collets for different sizes of stems. The grinder is driven by a General Electric motor which is connected to the valve chuck with a clutch.

## Motor Starter

*Electrical Merchandising, January, 1925*

"Thermaload" starters, made by the Monitor Controller Company, Baltimore, Md., are now being built with standard Monitor side-arm contactors instead of the special contactor previously employed. Hairpin-shaped thermal elements are also being supplied, instead of the coiled elements previously used. These new thermal elements are interchangeable with the coiled elements previously used and are all of the same size, permitting the horsepower rating of a Thermal starter to be quickly changed, as in the past, by inserting thermal elements of the proper rating. This starter is intended for starting small induction motors, both single-phase and polyphase.



## Electric Heater with Double Coil

*Electrical Merchandising, January, 1925*

Superior Electric, Ltd., Pembroke, Ont., Canada, is the manufacturer of a new reflector-type heater that has twin heating elements fitting the Edison base, the coils being replaceable like the ordinary electric lamp. The guard can be removed at will. The base is cast in egg-shape to prevent the heater from lying face downward if overturned, for when overturned, the manufacturer explains, the heater automatically rolls over on its back. This heater is also made with single coil. It has a 9-in. reflector while the twin-coil heater has 14-in. reflector.

## Water Heater and Circulation Boiler

*Electrical Merchandising, January, 1925*

Made in three sizes, 6-, 8-, and 12-gal. capacity, the circulation water boiler made by the Standard Electric Stove Company, Toledo, Ohio, is recommended by the manufacturer for use in barber

and beauty shops, dairy stations, restaurants, in the home, by physicians and dentists and in other places where hot water is constantly required. It can be connected to any water supply system with heater attached for any amount of electric current available. The 6- and 8-gal. sizes may be obtained in 660, 1320 or 2640-watt capacity and the 12-gal. size for 1320 and 2640 watts.



# Where to Buy It—

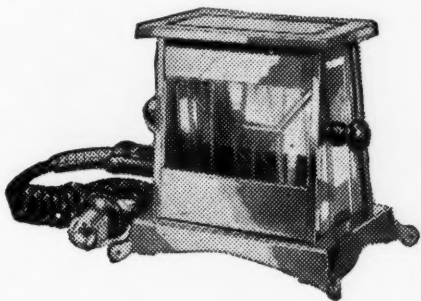
Latest Developments  
Gathered by the Editors

It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



## Electric Toaster with Glass Panels

Both sides of the bread are toasted at once, says the Haber Electrical Appliance Company, 866 West North Avenue, Chicago, of its "Visible" toaster. By means of the "Pyrex" glass panels, the exact progress of the toasting operation may be seen at a glance and the usual burning of toast is eliminated. Intended retail price, \$6.



## Shade for Bedroom Fixture

The bottom portion of the shade, designed by the Consolidated Lamp & Glass Company, Corapolis, Pa., is made with a receding flange which acts as an eye shield to prevent any direct rays to hit the eye. This shade may be obtained in colors and decorative designs.



## Desk Lamp

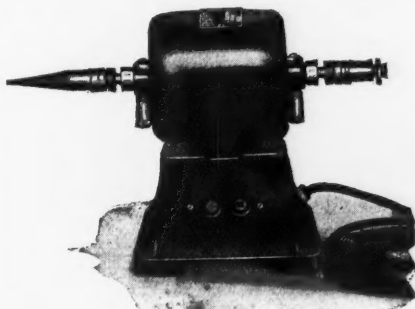
Electrical Merchandising, January, 1925

For home or office use, the "Verdelite" lamp pictured, made by the Faries Manufacturing Company, Decatur, Ill., will be an attractive addition. It is known as No. 3544 and is equipped with a No. 3600-B shade. The base is made of brass, finished in brushed brass with black relief. The shade is adjustable and detachable and is made of brown crackled glass with border decoration etched on opal glass. The height of the lamp is 15 in. to center of the shade. Designed for use with 25- to 75-watt lamp.

## Polishing and Grinding Motor

Electrical Merchandising, January, 1925

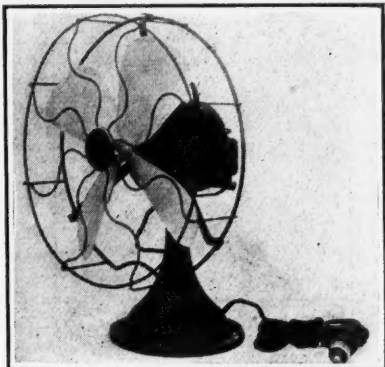
Both ends of the shaft of the new polishing and grinding motor brought out by the Electric Specialty Company, Stamford, Conn., are extended. One end is equipped with tapered chuck and the other with chuck for mounting small buffing or emery wheel. The motor is mounted on a cast iron base, 3 1/2 in. high. A push button switch is mounted in the base of the constant speed motor and a lever switch is used with the variable speed motor. Intended retail price, 1/15 hp., 110 volts, d.c., \$24; 1/20 hp., a.c., \$26; 1/20 hp., a.c. or d.c. variable speed, \$29.



## Electric Fans

Electrical Merchandising, January, 1925

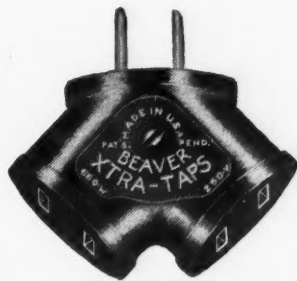
The Wagner Electric Corporation, St. Louis, Mo., is now manufacturing a line of electric fans. After a long period of experimentation, the company is now ready to announce this new line which consists of desk bracket and ceiling fans. Features of the desk bracket fans are the volume of air moved, the carrying handle, oscillation adjustment, safety oscillation release and pinion for turning the fan body to alter the air path without turning the fan base. The desk bracket types provided are 9-in., 12-in. and 16-in. a.c. oscillating, 9-in. and 12-in. non-oscillating, and 12-in. d.c. oscillating and non-oscillating. A new Wagner fan catalog will shortly be ready for distribution.



## Direction and Stop Signal for Busses

Electrical Merchandising, January, 1925

Permitting of flush installation on busses, stages, commercial cars and other conveyances, the R. & H. safety signal brought out by the Utility Auto Specialties Company, Inc., 721 East Pine Street, Seattle, Wash., is a combination direction and stop signal. The standard toggle switches used in the assembly are encased in an aluminum box fastened to the steering wheel, under the thumb of the driver's left hand, so that right or left turns may be signalled without removing either hand from the steering wheel. Accompanying each signal is a dash indicator which keeps the driver informed whether or not the signal is properly functioning.



## Plural Plug

Electrical Merchandising, January, 1925

The "Xtra Taps" plural outlet device brought out by the Beaver Machine & Tool Company, Newark, N. J., is equipped with two male prongs and two pairs of parallel slots which are placed at convenient angles to the face of the wall. It can be used with the standard single receptacle or with the Edison screw shell type of socket by first placing the body half of a two-piece plug in the socket and then putting the "Xtra Taps" into place. Intended retail price, 50c.

## Plier for Opening and Closing Chandelier Chains

Electrical Merchandising, January, 1925

The O. P. Schriver Company, Cincinnati, Ohio, is the manufacturer of the I. X. L. chain plier for use in installing chandelier-type fixtures and for opening and closing pump chain links. The upper illustration shows the plier in use in opening the chain; the lower sketch shows it closing the chain. It is made of malleable iron and is 7 in. long.



## Electric Coffee-Making Machine

Electrical Merchandising, January, 1925

The "Coffeolator" is the name of a new electrical device, developed in Italy, by means of which each cup of coffee is made individually. It is designed for use in hotels, restaurants, soda fountains and in the home. Ten different sizes may be obtained. American distributor, The Coffeolator Company, 480 Lexington Avenue, New York City.

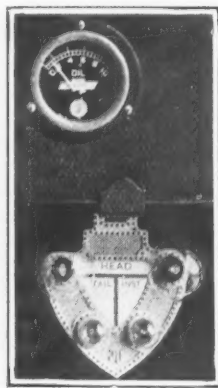
# New Merchandise to Sell and Where to Buy It—



## Combination Lamp and Grill

*Electrical Merchandising, January, 1925*

Where space is at a premium or where an electric grill is frequently needed for heating baby's milk, for use in the sick-room, or for the midnight lunch a combination lamp and grill has been brought out by the Grillite Company, Room 1500, Times Building, New York City. The grill is incorporated in the base of the lamp and may be used independently of the lamp. It is finished in bronze, oxidized, blue or white porcelain. Intended retail price, without shade, \$14.



## Spare-Lamp Carrier

*Electrical Merchandising, January, 1925*

A convenient and safe method of carrying the indispensable spare lamp has been developed by J. T. Fagan and is now being distributed by Asch & Company, 23 West Sixtieth Street, New York City. This Mazda lamp holder swings up under the instrument board so that it is out of sight. When a lamp is required, it can be turned down, the lamp detached and the carrier pushed back again out of the way. Four spare lamps may be carried by this holder which is made of metal, finished in black. Intended retail price, 65c.

## Porcelain Insulator

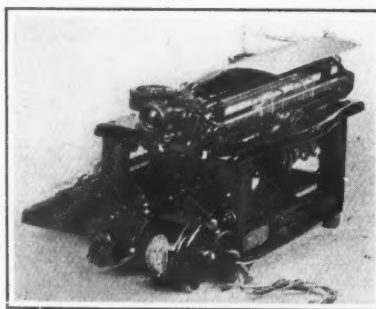
*Electrical Merchandising, January, 1925*

J. Struthers Dunn, 1109 Race Street, Philadelphia, Pa., has designed a new porcelain insulator that is especially adapted for insulation on flexible stranded leads. It has the same patented ball and socket construction as the company's standard Fish Spine beads. It is pointed out, which are designed for solid bare wire insulation and are largely used for insulating heating apparatus leads. The bead illustrated is known as No. 3, Style B. It has an outside diameter of 0.200 in., with an inside diameter of 0.087 in., and is declared to stand 3,000 deg. F., without change.

## Combination Clock and Lamp

*Electrical Merchandising, January, 1925*

The shade of the new portable lamp illustrated, containing clock numerals from one to twelve, with perforations to mark the minutes, revolves once every twelve hours while a stationary indicator tells off the passing hours. This "Timelite" combination lamp and clock is distributed by the Wappler Electric Company, Long Island City, N. Y. It is made in three or four sizes, finished in bronze, with different styles of shades. If electric time is desired, a synchronous motor is provided although a non-electrical clock movement may also be obtained. Intended retail price, according to size and style, \$15 to \$75.



## Electric Typewriter

*Electrical Merchandising, January, 1925*

Mistakes caused by weariness, because of fatigued wrists and a dull pain at the base of the neck after several hours of steady typing, are eliminated by the use of the new typewriter which is operated by a small electric motor. The machine has a standard keyboard and is operated similar to any standard machine, a slight pressure on the key engaging the motor and completing the imprint. Manufacturer, Woodstock Typewriter Company, 216 West Monroe Street, Chicago.

## Electric Incubator

*Electrical Merchandising, January, 1925*

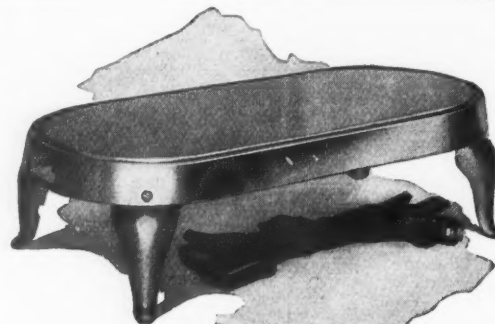
Operating from the ordinary lamp socket, the 2,400-egg capacity incubator made by the Thermo-Electric Company, Inc., 3110 Carrollton Avenue, New Orleans, La., will consume, under ordinary circumstances, it is estimated, about 90 kw. during a hatch. The incubator measures 2 ft. 8 in. x 3 ft. 3 in., and operates on a.c. or d.c., 32-, 110- or 220-volt circuits. The turning of the eggs is accomplished by revolving the incubator on its axis without changing the relative positions of the eggs in the egg tray. Intended retail price, 2,400-egg capacity, \$600.



## Electric Griddle

*Electrical Merchandising, January, 1925*

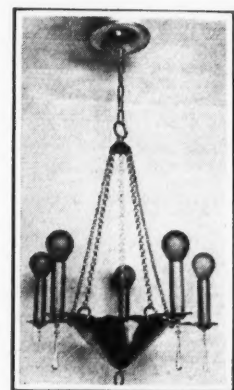
A new appliance recently announced for table cookery is the "Champion" griddle, made by the Champion Electric Company, 1051 Power Avenue, Cleveland, Ohio. Its cooking surface is approximately 7x18 in. Intended retail price, \$12.50.



## Colonial-Type Lighting Unit

*Electrical Merchandising, January, 1925*

For the room that is typically Colonial in decoration, the "Puritan" No. 5-C-1057 fixture illustrated will provide a pleasing completeness. The fixture has a drop of 36 in., and a spread of 19½ in. "Standish" No. 5-C-1058 is the same fixture with ball lamps. Recommended finishes for the fixture are old silver, Flemish brass, pewter or old iron. Manufacturer: The Beverly Lights Corporation, 101 Sabin Street, Providence, R. I.





# It—Latest Developments Gathered by the Editors



## Metal Reflector with Adjustable Neck

*Electrical Merchandising, January, 1925*

The two outstanding features of the new "Silverlite" reflector developed by I. P. Frink, Inc., Twenty-fourth Street and Tenth Avenue, New York City, are its all-metal construction and adjustable neck, which makes possible the use of either 75, 100 or 150-watt lamps. The reflector, which is made of metal—copper electrolytically deposited on silver—may be obtained at present in three different sizes. Other sizes are being prepared. Intended price of E2 and E4, \$6; E5, \$4.50.



## Corridor Lighting Unit

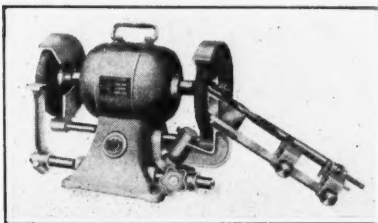
*Electrical Merchandising, January, 1925*

A new type of asymmetric lighting unit brought out by the Holophane Glass Company, Inc., 342 Madison Avenue, New York City, is designed for the illumination of corridors, aisles, passageways and similar places having extreme length in relation to the width. It is made for 75, 100 and 150 watt lamps to give uniform illumination when spaced on centers not exceeding three times the mounting height. An arrow is molded as an integral part of the reflector to indicate the proper orientation of the unit with respect to the corridor.

## Electric Twist Drill Grinder

*Electrical Merchandising, January, 1925*

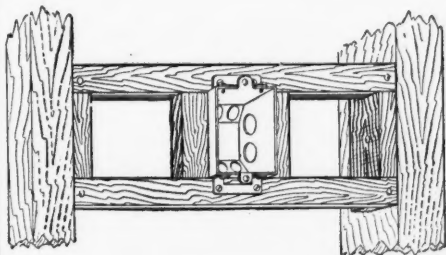
That it will accurately grind straight or taper shank twist drills up to  $\frac{3}{8}$ -in. diam. is claimed for the new twist drill grinder brought out by the Black & Decker Manufacturing Company, Towson, Md. It is furnished complete with one general purpose grinding wheel, one cup wheel, one tool rest, two wheel guards, electric switch in base and electric cable fitted with attachment plug. It is operated from the ordinary lamp socket. Intended retail price, \$58. A pedestal with water pot for conveniently mounting the grinder in garage, tool room or machine shop may be obtained at an additional charge of \$12.



## Frame for Electric Outlets

*Electrical Merchandising, January, 1925*

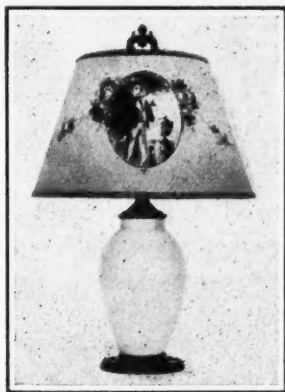
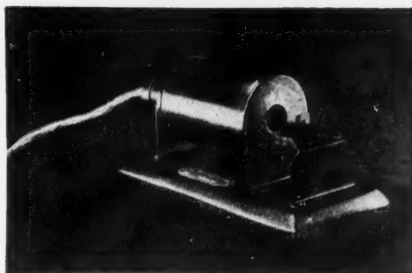
The "Universal" outlet frame made by the Johnstown Manufacturing Company, Syracuse, N. Y., can be used for ceilings, side-walls, baseboards or any other place where an outlet box is needed, the manufacturer explains. The frame is made of wood and consists of six pieces—two cleats for nailing to joists; two cross-pieces, plough-grooved; and two sliding uprights to hold laths and outlet boxes in place. Nails and screws are furnished with each frame.



## Small Electric Furnace

*Electrical Merchandising, January, 1925*

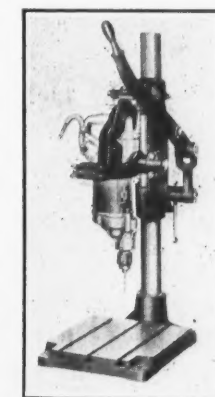
For general use in the laboratory or experimental room, the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has developed a one-inch tube furnace operating from the ordinary lamp socket, which has been found useful for heating small soldering irons and making tools and laboratory instruments and equipment. Although the continuous safe operating temperature is 1,600 deg. F., the temperature of 1,850 deg. may be safely attained for short time operation, it is explained.



## Portable Lamp with Vase Body

*Electrical Merchandising, January, 1925*

A large assortment of colors and designs is being offered by the Pittsburgh Lamp, Brass & Glass Company, Pittsburgh, Pa., in its line of portable lamps and "Berg-a-ma" shades. The base of the lamp may be obtained in a choice of three solid colors, canary, blue and black or with hand decorated designs. The shades are made in two different shapes—empire and cone—and in three sizes, 14-, 16- and 18-in. Various designs in hand-decorated shades are offered. Intended list price, complete with shade, from about \$17.50 to \$27.50.



## Bench Drill Stand

*Electrical Merchandising, January, 1925*

The new bench drill stand made by the Hisey-Wolf Machine Company, Cincinnati, Ohio, is adapted for all types of "Hisey"  $\frac{1}{2}$ -in. and  $\frac{3}{4}$ -in. capacity hand drills. Without the adapter bracket, this stand can be used with "Hisey" portable drills of  $\frac{3}{8}$ -in.,  $\frac{1}{2}$ -in. and  $\frac{3}{4}$ -in. capacities. The stand is so designed that the drill, operating from the ordinary lamp socket, can be attached without removing any part of the machine.

## Combination Pendent Switch and Outlet

*Electrical Merchandising, January, 1925*

To control the light above and to serve the appliance below, Pass & Seymour, Inc., Solvay Station, Syracuse, N. Y., have designed a combination pendent switch and convenience outlet which is here illustrated.

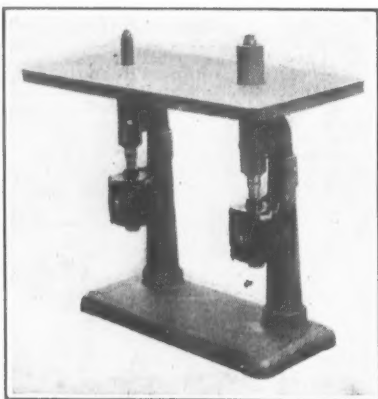


# New Merchandise to Sell and Where to Buy It—

## Decorative Lantern

*Electrical Merchandising, January, 1925*

The name given the fixture illustrated, the "Dickens" No. 1-L-135, brings to mind several familiar characters that somehow or other have wound their way into one's affections. This entrance light, the manufacturer, the Beverly Lights Corporation, Providence, R. I., points out, well suggests the handsome old coaches of the late eighteenth and early nineteenth centuries. It can be furnished for protected porches in copper plate; the finish recommended for outside use is old silver and black. The height is 31 in. and the width 7½ in.



## Double Spindle Sander

*Electrical Merchandising, January, 1925*

To meet the need of furniture factories and woodworking shops for a motor-driven sander capable of grinding more than one curve without changing the roll, the Porter-Cable Machine Company, North Salina and Exchange Streets, Syracuse, N. Y., has brought out a new double sander. Its advantages for the sanding of scrolls, brackets and all pieces having several curves of different radii are readily apparent, the manufacturer points out, as one operator can surface two curves of various sizes on this one machine.

## Adjustable, Pull-Chain Candle Socket

*Electrical Merchandising, January, 1925*

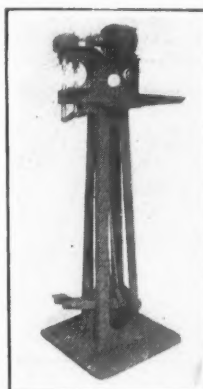


To meet all requirements of 4, 5 or 6-in. candles and holders, the Hart & Hegeman Manufacturing Company, Hartford, Conn., has designed four separate yokes which may be attached to the H. & H. pull body, Part No. 90, with which all yokes are interchangeable. By use of these yokes, explains the company, every known adjustment may be made for any depth of candleholder using 4, 5 or 6-in. candles.

## Driving Lamp

*Electrical Merchandising, January, 1925*

Anywhere on the car where there is a flat surface will provide accommodations for the new K-D driving lamp brought out by the K-D Lamp Company, Cincinnati, Ohio. It is of the drum type, double shell construction and is made in only one size and one type, with combination nickel and black finish. The lamp is a driving lamp, the manufacturer points out and not a spot lamp, is adjustable and controllable, and need never be dimmed. The bulbs are 6-8 volt, 21 cp., type "C," although 12-16 or 18-24 volt bulbs may be obtained at slight increase in price. Listed at \$6.



## Brake and Clutch Reliner

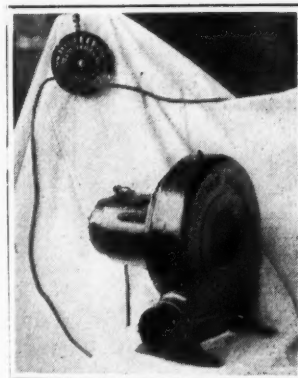
*Electrical Merchandising, January, 1925*

That it drills, countersinks and rivets a set of four—service and emergency—brakes in twenty minutes is claimed for the new brake and clutch reliner brought out by the Ideal Machinery Company, Seattle, Wash. It drills and countersinks holes in brake lining with one operation, it is explained, and the motor-driven drill may be adjusted to countersink to any desired depth. The drills are driven by a ¼-hp., 110-volt, a.c. Westinghouse motor, operating from the ordinary lamp socket. The machine may also be used as a stationary electric drill for certain classes of work and may be obtained without the stand for attachment to any work bench.

## Forge Blower

*Electrical Merchandising, January, 1925*

The American Blower Company, Detroit, Mich., is making a forge blower, the Size A, Type P model of which is illustrated. The motor is suitable for operation on either a.c. or d.c. and can be supplied for either 110-volt or 220-volt current. One application of this blower was recently made in the engine room of a 120-ft. yacht, to dispel the gases generated by two 180 hp. full Diesel engines with which the yacht was equipped. The intended list price of the blower is \$75.



## Light Projector

*Electrical Merchandising, January, 1925*

In states having a highway lighting law similar to that of New York State, which requires that roadway signs be adequately illuminated between sunset and sunrise, projectors of the type illustrated, made by the Crouse-Hinds Company, Syracuse, N. Y., have been designed to meet these lighting requirements. It is customary to connect these projectors to the street lighting circuits, thus insuring the illumination of the signs during the period required by law. When so connected it is unnecessary to employ an attendant to turn the lights on and off, individually. The intended list price of Type HDA, with 9½-in. reflector, is \$21.

## Ornamental Commercial Fixtures

*Electrical Merchandising, January, 1925*

The F. W. Wakefield Brass Company, Vermilion, Ohio, is announcing a complete new line of ornamental "Red Spot" commercial hangers and accessory small space lighting units. This new line

consists of chain suspension hangers suitable for any of the popular urn-shaped glassware using high candle-power lamps, ceiling type units and both suspension units and sidewall brackets with smaller fitters for accessory lighting. The ornamentation of the new units is of solid cast brass, no white metal being used. New data sheets on this material are available.



# —Latest Developments Gathered by the Editors



## Electric Sterilizer

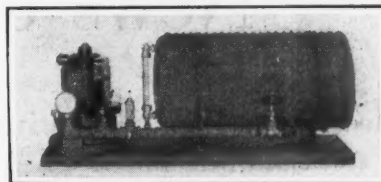
*Electrical Merchandising, January, 1925*

Designed specially for use by dentists, the electric sterilizer brought out by the Hanksraft Company, Madison, Wis., operates from the ordinary a.c. lighting circuit. Sterilization is done by means of live steam and no water reaches the instruments. An automatic shut-off device, incorporated in the sterilizer, cuts off the current at the end of the proper sterilization period, thus assuring complete sterilization and preventing the burning out and replacing of coils, the manufacturer points out.

## Electric Fans

*Electrical Merchandising, January, 1925*

The Galvin Electric Manufacturing Company, 3320 South Broadway, St. Louis, Mo., is announcing a new line of electric fans. This new line includes 10-in. non-oscillating, a.c., one-speed fans, 10-in. oscillating universal 3-speed models, 14-in. oscillating a.c., and d.c., three-speed fans.



## Electric House Pump

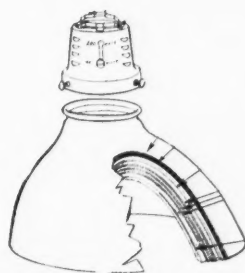
*Electrical Merchandising, January, 1925*

An automatic electrically-driven "Midget" cistern pump for handling rain water so that running soft water may be provided in homes where the general water supply is hard and consequently unfit for the laundry, kitchen and bath, or where city water pressure is not available, has been brought out by the Erie Pump & Engine Works, Medina, N. Y. The unit employs a 1/2-in. "Erie" Type MP vertical centrifugal pump operated by a 1/4 hp., 110-volt universal motor. Its approximate hourly pumping capacity is 250 gal.

## Reflectors

*Electrical Merchandising, January, 1925*

For use in show windows, display cases and interior lighting, the Reflector & Illuminating Company, 565 Washington Boulevard, Chicago, has brought out a new line of "Sterling" stipple reflectors. The principal features of these new reflectors are the stippled finish, dispensing with fluting or corrugation, and the patented reflector holder which is adjustable and which is made to fit all standard brass or porcelain sockets. The reflector is made of clear crystal glass, silvered. The outside is finished in Indian brown enamel. By reason of the stipple finish, the manufacturer explains, shadows and other objectional filament characteristics are broken up.



## Removable Electric Outlet

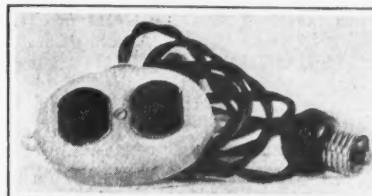
*Electrical Merchandising, January, 1925*

Any piece of furniture may be converted into wired furniture without marring its high-polished surface by the use of the new double electric outlet designed by Mrs. J. C. Phillips of the Space-Saving Furniture Company, 339 Fifth Avenue, New York City. This outlet is attractively finished in nickel or brass, in mahogany or white enamel, and may be hung on a hook or tack anywhere, or permanently attached, if desired. By plugging into the nearest receptacle, and hanging the double outlet on the back of the buffet or underneath the dining table, two outlets are instantly available without the necessity of dragging two appliance cords from the floor receptacle to the appliance. It is small enough in size to permit carrying in the handbag when traveling. Intended retail price, including cord and plug, about \$2.

## Soldering Iron

*Electrical Merchandising, January, 1925*

The soldering iron manufactured by the Westwyr Company, Westfield, Mass., has a brass jacket entirely covering the heating element, a tinned tip and ventilating slots. It is furnished with asbestos-covered cord and two-piece plug. Intended retail price, \$2.50; smaller "Junior" model, \$1.50.



## Bronze Finish for Lighting Fixtures

*Electrical Merchandising, January, 1925*

Beginning January 1, the entire "Red Spot" line, both standard and ornamental hangers, is announced by the F. W. Wakefield Brass Company, Vermilion, Ohio, will be supplied in a new "egg shell" bronze finish. This finish is regular bronze, plated upon a solid brass base, but because of the fact that the Wakefield product is die-formed, the result is a matte or egg shell effect instead of polished as is the case where a bronze finish is applied to spun metal.

## Heating Pad

*Electrical Merchandising, January, 1925*

A safety fuse with which it is equipped is the outstanding feature of the "Safety" electric heating pad developed by the Rogers Electric Laboratories Company, 2015 East Sixty-fifth Street, Cleveland, Ohio. This fuse, the company points out, is designed to prevent any accident to the pad in case of broken wires or short circuit of any kind. It is made in two styles, single and three heat, intended for sale at \$4 and \$8 respectively.

## Covers for Electric Fans

*Electrical Merchandising, January, 1925*

Damp-proof and dust-proof covers for winter storing of electric fans are being made by the A. J. Goldsmith Company, 433 Broome Street, New York City. These covers, of rubberized fabric, are made to fit any make of fan and special covers are made to order. They may be obtained in all sizes and in colors of light grey, black and maroon. Intended retail price, for 6-in. or 8-in. fan, 85c.; for 12-in. fan, \$1.10; for 16-in. fan, \$1.25.

## Electric Drill with Valve-Grinding Attachment

*Electrical Merchandising, January, 1925*

No screws or bolts, it is pointed out, are required to convert the "Pioneer" electric drill into a valve grinder, for the grinding attachment is inserted in the oscillating driving shaft just below the drill chuck. This attachment the manufacturer explains, does not interfere with the drilling operation. Intended retail price, \$65. Manufacturer: Louisville Electric Manufacturing Company, Louisville, Ky.



## Portable Lamps

*Electrical Merchandising, January, 1925*

There is no home, it seems, that cannot accommodate another lamp, especially if it is beautiful in design like the two models pictured. These lamps are made by the Art Colony Industries, 137 East Twenty-ninth Street, New York City. The model shown at the left is Colonial, of the Washington period, in design and is made of solid brass. It measures 15 1/2 in. in height. Intended retail price, without shade, \$9. The lamp illustrated at the right is made of wrought iron and its height is 22 in. Intended retail price, without shade, \$9.50.



# News of the Electrical Trade

## Electragists Elect Executive Committeemen

The following members of the Association of Electragists, International, have been elected executive committeemen:

*Eastern Division*—W. Creighton Peet, New York City (one year).

*Great Lakes Division*—Ernest McCleary, Detroit, Mich. (one year).

*Southern Division*—Joseph A. Fowler, Memphis, Tenn. (two years).

*Central Division*—A. Penn Denton, Kansas City, Mo. (two years).

*Mountain Division*—E. C. Headrick, Denver, Colo. (one year).

*Pacific Division*—Clyde L. Chamblin, San Francisco, Cal. (two years).

*Western Canadian Division*—J. H. Schumacher, Winnipeg, Man. (one year).

*Eastern Canadian Division*—R. A. L. Gray, Toronto, Ont. (two years).

The election occasioned only two changes in the committee's personnel, Ernest McCleary succeeding Leslie G. Ross, Superior, Wisconsin, as the representative of the Great Lakes Division, and J. H. Schumacher succeeding C. C. Carter, Vancouver, B. C., as representative of the Western Canadian Division.

## Plans for 1925 Code—New Committeemen

There will be a 1925 edition of the National Electrical Code, which embodies the rules and regulations for electric wiring and apparatus. This was determined at the recent meeting of the reorganized sectional electrical committee of the National Fire Protection Association, held in New York City.

At the meeting action was taken to enable the committee to function hereafter as a sectional committee under the rules of procedure of the American Engineering Standards Committee. The next meeting of the reorganized committee will be held in New York City, February 17, 18 and 19, 1925, at which time reports of article committees will be acted upon with a view to the appearance about mid-year of a 1925 edition of the National Electrical Code. The committee's report will be presented at the annual meeting of the National Fire Protection Association, to be held in Chicago early in May. The association, as sponsor for the code, will then file the revised code with the American Engineering Standards Committee for listing as an approved American standard. It will be published and distributed by the National Board of Fire Underwriters as with previous editions.

In addition to the National Fire Protection Association, fourteen organiza-

tions, national in character or representative of government and general interests, will be represented on the committee as follows: American Electric Railway Association, M. Schreiber; American Institute of Architects, Leroy Kern; American Institute of Electrical Engineers, Paul Spencer; Association of Edison Illuminating Companies, J. W. Cowles; Association of Electragists, International, Allan Coggeshall, A. Penn Denton; Associated Manufacturers of Electrical Supplies, C. A. Bates, H. R. Sargent; Bureau of Standards, M. G. Lloyd; Electric Power Club, W. E. Haseltine, R. W. E. Moore; Electrical Supply Jobbers' Association, Thos. Craghead, W. A. Kennedy; Institute of Radio Engineers, Donald McNicol; National Association of Building Owners and Managers, C. T. Coley; National Electric Light Association, W. H. Blood, W. J. Canada; National Board of Fire Underwriters, John Ashmead; Underwriters' Laboratories, Dana Pierce, A. R. Small; Western Association Electrical Inspectors, W. S. Boyd.

## New York Independent Contractors Elect

At a December 10th meeting of the Independent-Associated Electrical Contractor-Dealers of Greater New York, the following officers were elected for the year 1925: President, L. C. MacNutt; first vice-president, S. J. O'Brien; second vice-president, Fred B. Zenker;

treasurer, A. Lincoln Bush; financial secretary, Zoltan Hartmann; recording secretary, Albert A. A. Tuna; sergeant-at-arms, M. J. Heller. The board of directors consists of the foregoing officers and Messrs. Harry A. Hanft, Alfred Whiteley, Louis Freund, H. M. Walter, L. L. Strauss and C. Montagriff.

The twenty-first annual dinner and installation of officers will take place on Jan. 14, 1925, at the Hotel Astor, New York City. A. Lincoln Bush is chairman of the entertainment committee, and Albert A. A. Tuna, 127 East Thirty-fourth Street, New York City, is secretary.

## Lighting Committee to Educate Electrical Folk

With the completion of all local contests of the Lighting Educational Committee's home essay competition among school children, a plan has been announced for a supplementary national contest to be open to employees of electric light and power companies and electrical manufacturers and jobbers. The details for this contest for electrical men have not yet been completed, but national prizes are to be offered and the residue of the lighting primers in the possession of the committee will be utilized in order that representatives of electrical companies may have the same instruction in home-lighting requirements that the children had.

## List of New Electrical Leagues Includes Boston

Two hundred representatives of various branches of the electrical industry of Boston have formed the Metropolitan Electrical League of Boston to develop a broader acquaintanceship in the local electrical field and also to afford a medium through which the industry's combined interests may be expressed in matters affecting the commercial and industrial well-being of the community. The organization is the outcome of more than two months' study on the part of a central committee, headed by Frank S. Price, president Pettingell-Andrews Company, Boston.

Everett Morss, president Simplex Wire & Cable Company, Boston, was elected president of the league, H. T. Sands of Charles H. Tenney & Company, Boston, being vice-president. J. J. Caddigan of the Edison Electric Illuminating Company of Boston is secretary and treasurer. A series of eight electrical luncheons will be held prior to June 1, 1925.

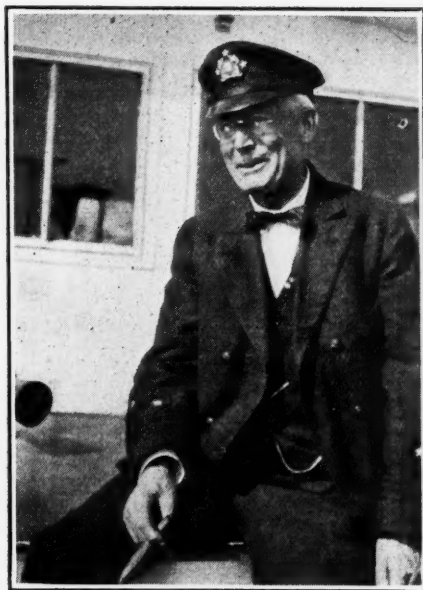
Electrical leagues have also been organized in Uniontown and Coatesville, Pa.; Glens Falls and Amsterdam, N. Y.; Houghton, Kalamazoo and Jackson, Mich.; Michigan City, Ind., and Waterbury and Meriden, Conn.



"JACK" TRUMBULL  
The New Governor  
of Connecticut

John H. Trumbull, president of the Trumbull Electric Manufacturing Company, Plainville, Conn., and recently elected Lieutenant-Governor of Connecticut, will become Governor of the state upon the resignation of Governor-elect Hiram Bingham, who has just been elected to the United States Senate. Mr. Trumbull has been active in political affairs in Connecticut as state senator, president of the State Senate and acting Governor in the absence of the Governor.





"How do you view present conditions in the lighting fixture business?" we asked of F. W. Wakefield, president of The F. W. Wakefield Brass Company of Vermillion, Ohio. "From where I view them, conditions couldn't be more pleasant," he replied. Which sounds reasonable, as the Commodore was viewing conditions just then from the deck of his fifty-foot cruiser *Tobermory II* somewhere along the inland waterways between Chesapeake Bay and the Gulf of Mexico. During his cruise, the Wakefield factory suffered serious damage by fire. But a new plant, twice the size of the old one, is now being built and will shortly be ready to handle the company's unprecedented business.

### Ontario Prosecutions for Sale of Unapproved Appliances

At the last session of the Legislature, Section 37 of the Ontario Power Commission Act, which deals with the inspection of electrical equipment and installations, was revised and enlarged to provide for regulations respecting inspection, test and approval of electrical equipment. Since that time, the following prosecutions have been made for violations of the regulations:

1. On October 9, in Toronto, an electrical manufacturer was fined \$10 and costs for selling unapproved and sub-standard electric table stoves.

2. On October 14, in Toronto, an electrical jobber was fined \$10 and costs for selling unapproved separable attachment plugs.

3. On October 14, in Toronto, four hardware merchants and six electrical dealers pleaded guilty to the charge of selling unapproved sockets and attachment plugs and were remanded for sentence.

4. On November 5, in Belleville, an electrical salesman pleaded guilty to the charge of selling 1,000-watt approved electrical heaters without tags noting the restrictions under which such equipment can be used, and claiming that they could be connected to ordinary house sockets. The heaters were also equipped with attachment plugs of insufficient capacity. He was remanded for one week for judgment. Although the heaters in question were approved, the manufacturer had violated the regulations in providing them with attachment plugs of insufficient capacity, and in neglecting to furnish tags stating that they were not suit-

able for connection to lamp sockets. The heaters in question can be connected only to circuits or receptacles having a carrying capacity of at least 1,000 watts.

5. On November 6, in Toronto, an electrical jobber was fined \$10 for selling unapproved sockets.

When any electrical equipment is approved by the Commission, the submitter is officially notified by letter and a copy of the Laboratory's report is sent to him. Lists of approved devices are also kept at all the offices of the Inspection Department of the Commission. Prospective purchasers of electrical devices are warned to protect themselves either by demanding proof of approval from the salesman or by referring to the Inspection Department or the Laboratories.

### Incandescent Lamp Prices Again Reduced

The General Electric Company has recently made a New Year's announcement to the trade and the public in the form of another reduction, effective January 1, 1925, on the prices of its larger sizes of incandescent lamps. The announcement affects, and is of particular interest to the users of lamps of 100 to 1,000 watts. It amounts to approximately 10 per cent on these types.

This cut in the cost of lamps, the sixth made by the General Electric Company in the last two years, has again been made possible by improved machinery and processes which have resulted in greater manufacturing economies. The electric lamp of today, of better quality and longer service, is one of the few articles essential to human progress which is actually selling below pre-war prices. The new price lists for Mazda C lamps are as follows:

Watt	Clear	Bowl enamel	Daylight
100	.50	.55	.80
150	.65	.70	1.05
200	.80	.85	1.30
300	1.25	1.35	1.85
500	2.00	2.15	2.85
750	3.50	3.70	....
1,000	3.75	3.95	....

### Jobber Establishes a Contractors' Convention Fund

H. A. Re Qua, of the Re Qua Electric Company, jobbers, Rochester, N. Y., has started a "Contractors' Convention Fund." He is charging a small amount each month to the contractor's account, putting the money aside in a fund to be paid to them next summer at the time of the Electragists convention. He believes that in this way, because the money will be ready in cash, he is going to carry to the 1925 West Baden convention a number of men who would not go there otherwise.

He has also framed and hung in his office a photograph of the West Baden convention crowd, an envelope full of the papers that were presented there and other evidence of what the convention means and is worth to the contractor. It gives him something to show a contractor as to the concrete value of attending this annual gathering of his kind; also it provides a topic to discuss with the contractor when he comes in, other than collections and orders.

Mr. Re Qua is gradually building up a lot of interest among the contractors of Rochester.

### Howard A. Lewis Recovering from Serious Illness

Howard A. Lewis, manager of *Electrical Merchandising and Radio Retailing*, who was taken critically ill with typhoid during December, is progressing nicely toward recovery, after a severe siege. Mr. Lewis has been at the Kingston Hospital, Kingston, N. Y., where during the most critical period of his illness, a baby daughter was born to Mrs. Lewis. With mother and daughter doing nicely and now at the Lewis farm, Old Orchard Tavern Farm, R. F. D. 4, Box No. 220, Kingston, N. Y., it is expected that Mr. Lewis will shortly be moved back to the farm to complete his recovery.

### Christmas Tree "Talks" on New York's Busiest Corner



Speaking through several loudspeakers hidden within its limbs, the New York Electrical League's electrical Christmas tree spread its message of good cheer over thousands of persons hustling to and fro at Times Square, said to be New York's busiest corner." Herewith are seen gathered at the base of the tree the officers of the

league who took part in the dedication ceremonies. At noon on December 24, after the dedication, the officers and members of the league and their guests adjourned to the Hotel Astor for their annual Christmas dinner. By means of wires, the program of the dinner was carried to and broadcasted from the loudspeakers in the tree.

The Associated Manufacturers of Electrical Supplies, 30 East Forty-second Street, New York City, has issued to its members the body's first handbook which is divided into three parts. Part I contains the list of officers, board of governors, committees and representatives on outside organizations, constitution, by-laws and organization and working rules, etc. Part II contains the list of member companies with their executive and associate representatives listed alphabetically and also by sections. Part III contains the first published standards of the association. This part will increase rapidly as other standards which have already been formally adopted are printed and added.

Harry B. Gilmore, for the past sixteen years New England manager of the Western Electric Company, Inc., with offices at Boston, Mass., has been appointed assistant secretary of the company with headquarters at New York. Mr. Gilmore is one of the most widely known executives in the electrical supply jobbing field in the northeast. He has been chairman of the contract bureau of the New England division N.E.L.A. for the past two years. The success of the considerable number of electrical shows held within the last year or two in numerous smaller cities in New England has been in great measure attributable to his efforts.

The M. S. Wright Company, Worcester, Mass., announces a "reconditioning" guarantee on all vacuum cleaners shipped from its factory. The company agrees, without limit of time and as often as the purchaser desires, to thoroughly recondition the cleaner upon payment of a charge not to exceed ten dollars each time this service is rendered at the factory. When so reconditioned the cleaner will be returned to the purchaser the practical equivalent in both appearance and mechanical condition of a new "Sweeper-Vac" of the same model. The purchaser pays transportation charges both ways. This practice is expected to do away with a large proportion of the so-called "trading-in" custom in connection with sales of this product. The guarantee is retroactive to Nov. 15, 1925.

Tom J. Casey, well known to the electrical-appliance field, has been elected vice-president of the Farrell Products Company, makers of electric washing machines, with offices at 549 W. Washington Boulevard, Chicago, and factories at Dowagiac, Mich. Mr. Casey was for a number of years vice-president and general sales manager of the Hurley Machine Company, Chicago, and for the last two years has been in the laundry-machine business in Chicago.

J. P. Mentzer and Company has been honored by the University of Chicago by the appointment of its president, John P. Mentzer, as chairman of one of the fifteen committees conducting the campaign for \$17,500,000 for the university.

The Kitchenmaid Manufacturing Company is the new name of the Troy Metal Products Company, Troy, Ohio.

The Pacent Electric Company, New York City, has moved to larger quarters at 91 Seventh Avenue.

The Chandeysson Electric Company, St. Louis, Mo., is completing a three-story, 360-ft. addition to its plant, costing \$175,000.

The Electrical Credit Association held a meeting recently at the Morrison Hotel, Chicago, which was attended by representatives of some thirty manufacturers and jobbers. The meetings will be held monthly in Chicago to promote good will and business cooperation in the electrical industry.

The National Council of Lighting Fixture Manufacturers has moved its offices to 424 Cleveland Discount Bldg., 811 Superior Ave., Cleveland, O.

David S. Wegg, Chicago, Ill., has been appointed assistant chief of the electrical division of the Bureau of Foreign and Domestic Commerce. Mr. Wegg has had a broad experience in the electrical and engineering fields.

The Egyptian Lacquer Manufacturing Company has moved to new quarters at 90 West Street, New York City.

Preston & Bishop, electrical contractors, 237 Maple Street, Holyoke, Mass., have now taken over the entire building in which they are located.

The Birtman Electric Company, Chicago, whose rapid growth has necessitated no less than six increases in manufacturing space during the sixteen years of the company's history, has now erected an entirely new manufacturing plant, having twice the production capacity of the present large plant. The new plant, is located at 4132 to 4148 Fullerton Ave., Chicago.



When Lewis A. Lewis is not being commercial manager of the Washington Water Power Company, he is managing the Spokane Advertising Club—or playing golf. It is said that his score on the links is almost as good as that of his company in selling ranges to the inhabitants of Spokane, the city where more people cook electrically than in any other city in the United States.

S. P. Fralich and Company, Chicago, Ill., announces the appointment of P. E. Lyons as sales manager.

A. L. Arenberg has resigned his position as manager of the lighting division of the Central Electric Company, Chicago, Ill. Mr. Arenberg has held various offices and committee positions in the National Electric Light Association, Western Society of Engineers, Illuminating Engineering Society and the Electric Club.

The General Electric Company announces the appointment of Francis C. Pratt, vice-president in charge of engineering, to fill the vacancy caused by the resignation of G. E. Emmons as vice-president in charge of manufacturing. Mr. Pratt joined the General Electric Company in 1906 and was elevated to the vice-presidency in 1919.

Frank J. Gottron, general manager of the P. A. Geier Company of Cleveland, is reported to be convalescing from the very serious operation which he underwent recently. He expects to return to business early in the year.

The Central Flatiron Manufacturing Company, Johnson City, N. Y., is completing an addition to its manufacturing plant.

The Western Electric Company is acquiring a new five-story home for its Boston Supply House at 287 Columbus Avenue, the plans for the building just having been completed. Fifty thousand sq.ft. of floor space will be provided.

MacNeill's is the name of a new electrical appliance jobbing firm at 101 Bedford Street, Boston, Mass. Charles R. MacNeill is the proprietor.

The Norma-Hoffmann Bearings Corporation factory and office have been moved from Long Island City, N. Y., to Stamford, Connecticut, where a modern plant has just been completed on a tract of seventeen acres adjoining the main line of the N. Y., N. H. & H. R.R.

J. L. McQuarrie has been appointed chief engineer of the International Western Electric Company and H. B. Gilmore, since 1908 manager of the supply distributing organization of the Western Electric Company at Boston, has been elected Assistant Secretary of the company at New York. Mr. McQuarrie has been with the company continuously since 1894.

Eugene H. Foulke, formerly with the Society for Electrical Development, Inc., in New York City, was recently appointed manager of the washing machine division of the Hart-Parr Company of Charles City, Iowa.

C. E. Skinner, Assistant Director of Engineering for the Westinghouse Electric & Manufacturing Company has just been elected chairman of the American Engineering Standards Committee. Mr. Skinner has been manager and vice-president of the American Institute of Electrical Engineers, is a member of the Engineering Division of the National Research Council, a member of the American Engineering Council, and takes active part in various other engineering organizations.



## Second Home Lighting Course for Women

The first home lighting course for women held at the Edison Lamp Works of General Electric Company, Harrison, New Jersey last June met with such success that it has been decided to hold a second conference in January, 1925.

The course includes lectures on elementary electricity, fundamentals of lighting, principles of home lighting, including the aspects of health, comfort, color and decoration, and lectures on publicity methods and results.

There will be field trips to the show-rooms of wholesale fixture houses and at least one fixture factory.

The course includes problems in house wiring, home lighting and the use of blue prints.

The need for people well-trained and reliably informed in home lighting was particularly stressed by the National Committee for the Prevention of Blindness at a recent conference.

**The Tubular Woven Fabric Company,** Pawtucket, R. I., announces the appointment of R. F. Whitmore as agent for the Rocky Mountain section. The company has opened a new warehouse in St. Louis at 1524 Olive Street, in charge of E. C. Johnston.

Arthur Williams, who was recently elected vice-president of the New York Edison Company in charge of commercial relations, has been affiliated with electrical interests in New York City since 1885. Serving successively as superintendent of interior construction, electrician when the company was operating only the Pearl Street station, superintendent of the third district, superintendent of the underground department and general inspector, he was appointed general agent in 1893 and in



Here is a fine example of men's styles in roughing it in the wilds of Canada. George E. Cullinan, general sales manager, Western Electric Company, supply department, wears a fawcay flannel shirt and one sweater buttoned; Charles Boynton, Electrical Products Company, New York, wears a khaki flannel shirt and one sweater and one vest, both open; C. E. Corrigan, vice-

president, National Metal Moulding Company, Pittsburgh, affects an army shirt and two sweaters, one open, and one closed; whereas, J. L. Ray, supply and equipment manager, Western Electric Company, lets it go with just a shirt worn man fashion and careless at the throat. Who says that modern he-male critters all look alike? Not these jolly good fellows.

1915 was promoted to be general commercial manager, which position he has occupied until his recent election to the vice-presidency. Mr. Williams has always taken an active interest in civic movements, promoting especially safety and welfare work, and for his accomplishments in this field he has been decorated by the French and Spanish governments. He has been the recipient of the highest honors that the electrical industry can bestow, being a past-president of the National Electric Light Association, the Association of Edison Electric Illuminating Companies, the New York Electrical Society and the New York Electrical League.

Gaylord B. Buck, recently appointed manager of the electrical merchandising division of the Public Service Company of Colorado, Denver, Colo., in the reorganization of its commercial department, was until his transfer the manager of the new business department of the Durham, N. C., Public Service Company, another subsidiary of the Doherty organization.

Markel Lighting Fittings, Inc., is the new name of the Buffalo Chandelier Corporation, 41 East Eagle Street, Buffalo, N. Y. The New York City offices are in the Bush Terminal Sales Building, 130 West Forty-second Street.

## Tennessee Electragists Work for Harmony Between Jobbers and Dealers



Means for eliminating friction between contractor-dealers and jobbers were discussed at the recent convention of the Tennessee Association of Electragists at Nashville. Officers elected for 1925 in-

clude: Emmett Scott, of Chattanooga, president; J. G. Cason, of Knoxville, first vice-president; R. L. Clift, of Memphis, second vice-president; John Mullen, of Nashville, third vice-president, and J. A.

Fowler, of Memphis, secretary-treasurer. The 1925 convention will be held at Chattanooga in November, by which time we know that the Association will be able to look back upon a successful year.

## Sales Helps for the Dealer

*Continued from page 5059*

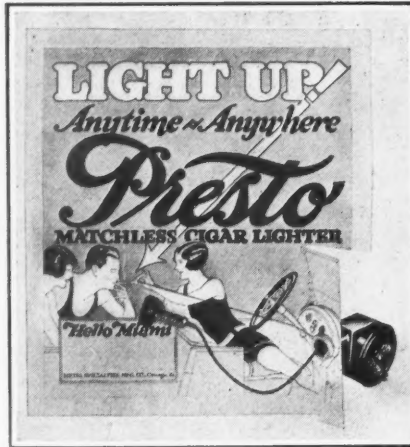
### Oxygen—"The Friendly Enemy"

How the electric iron, toaster, range and all other electrical heating devices were made practical for continuous use in the home is told in an interesting little story, about oxygen and electric heat, published in booklet form, "The Friendly Enemy" by the Hoskins Manufacturing Company, of Detroit.

The one great drawback to universal use of electrical appliances in the home was the lack of a good heating element—one that would not burn out, it is explained, made of a metal that could withstand the attack of oxygen. In 1905 A. L. Marsh, chemist (now general manager of the Hoskins Manufacturing Company), discovered that a combination of four parts of nickel to one part of chromium when made into wire, could scarcely be rusted at all and furthermore, that it became hot when electricity was passed through it. This heating element wire is, of course the well-known "Chromel"—"chrom" from the first syllable of chromium and "el" from the last syllable of nickel.

### Do You Sell Electrical Automobile Accessories?

With the startling increase in the number of automobile sales, as revealed by recent statistics, practically all your customers are car-owners and therefore interested in automobile accessories. While the electrical dealer may not wish to take on an actual line of automotive supplies, yet there are a number of electrical appointments for the car that the dealer can profitably include in his regular merchandise stock. For instance, there are electric windshield cleaners, cigar lighters, connectors, switches, dash lamps, safety or parking lamps, spot and road-lights, stop and tail lights, control devices, running board lights, electric automobile clocks, automobile fans and heaters, driving lights with through-the-windshield control, dimmers for automobile lights and even some of the newer type headlights. Particularly timely just now are the cold-weather starting devices. There is an ever-increasing amount of electrical automotive equipment appear-



This window card displays an actual cigar lighter—the "Presto"—made by the Metal Specialties Manufacturing Company, Chicago. This company has available several displays and other dealer help material to help sell "Presto" automotive equipment.

ing on the market and the electrical dealer who wishes to enlarge his field of service will find a great and growing list from which to choose his stock.

"Pendant and Bracket Novalux," Bulletin 43,525 of the General Electric Company, Schenectady, N. Y., describes and illustrates the different types of Novalux street lighting units of the bracket and pendant types. The bulletin, of twenty-four pages, is divided into four chapters: Form Six Novalux; Eternalite Novalux; bracket and center span fixture equipment; and brackets and center span fixtures.

### Electric Heater Now Used To Dry Plaster



When Bing & Bing, building contractors, recently were constructing an addition to Hotel St. George in Brooklyn, New York, they borrowed a giant radiant heater to speed up the drying of the plaster. Mounted on a truck, the heater was pushed around the room and the plaster was quickly dried.

The Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, has available some dealer helps which include a repair tag, suggesting the two-way plug for convenience in using appliances; newspaper electros; folders in color, "Localet" plural plug display stand and "Locatap" counter display. This company has recently held a window trim contest which closed December 31. Awards will be made and the winners duly announced.

The Beverly Lights Corporation, 101 Sabin Street, Providence, R. I., has issued a new catalog, No. 4, on its line of period fixtures. These Beverly units bear the influence of some historical epoch or personage and are made to harmonize with any type of interior decoration.

The Condit Electrical & Manufacturing Company, South Boston, Mass., has recently issued a new edition of its industrial handbook No. 5,005. Included with the various electrical protective equipment mentioned in this new booklet is an N4 motor starter arranged for thermal cut-outs which is a new addition to the condit line.

The Hoover Company, North Canton, Ohio, to help its dealers keep sale-less demonstrations down to a minimum, has prepared a series of four follow-up folders to be sent the prospect at one-week intervals after a demonstration has been made from which no sale results. This series, printed in rich sepia and in green rotogravure, is unusually attractive both in appearance and contents. The pieces are free to Hoover dealers who supply the company with demonstration reports and who agree to call back upon the prospects within thirty days after the original demonstration.

"Iron and Steel for Electrical Uses" is the name of a new publication recently announced by the American Rolling Mill Company. The booklet gives the history, manufacture and magnetic properties of "Armco" electrical sheet steels and "Armco" ingot iron including bars, wire and cold rolled strip.

The F. W. Wakefield Brass Company, Vermilion, Ohio, has prepared for use by central stations undertaking "Red Spot" kitchen campaigns, a large "How To" portfolio which shows pictorially how to put on a campaign of this kind. The company is also equipped to supply to electric light companies interested in such a campaign advertising copy, electrotypes, sales instructions and record forms described in the "How To" folder.

Haag Bros. Company, Peoria, Ill., has just issued a new mailing piece on "The latest version of the Three Twins." The twins referred to are, of course, "George" and "Al" Haag, the twin-tub electric washer No. 50-E and the No. 50-P washer for gasoline power.

The Blackstone Manufacturing Company, Inc., Jamestown, N. Y., has a new circular, printed in colors, on its "The American Classic" washing machine.